

Southwest

OCTOBER

1937

20
CENTS

BUSINESS

OFFICIAL PAN AMERICAN EXPOSITION MAGAZINE



Dennis Hayes Photo.

Fall Days Mean Football Crowds in Dallas

In This Issue . . .

- Movies From Dallas
- Beaumont Prospers on 6-Way Transportation
- The Oil Month in Review

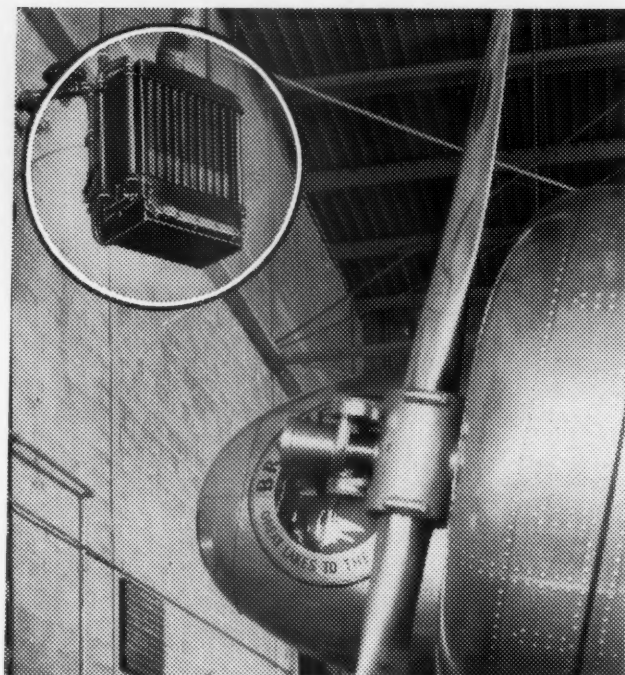
(Prepared by the Editors of *Petroleum Daily*)

Unit Heaters

for

Warehouses, Factories, Airports, Shops

Is your business place hard to heat? These simple unit heaters could warm a circus tent. They suspend from ceiling or wall, and the fan-forced circulation sends warmed air into every nook and corner. It takes only a minute or two to heat up the place in the morning, and you have a healthful atmosphere for employees and customers. Dozens of Dallas firms bought these heaters last fall, and are delighted with the way they work and the low operating cost. Ask our engineers—7-9411—for an estimate on warming your plant.



The Dallas  Gas Company



Here's the Sign *of an* **Easy WINTER**

Steam Heat Without A Boiler

Thousands of Texans are switching to furnace-type heaters in their houses... Gasteam Radiators, Floor Furnaces, and Circulators. These heaters make a wide-spread, luxurious warmth with a very low operating cost. The Radiator in the picture (which makes its own steam on the spot) warms the downstairs hall, the staircase, and the upstairs hall. Wouldn't you like an easy winter at your house? Visit our display room and see what the new-type heaters can do.

The Dallas  Gas Company



The Aerolux

A 6-ply tire of 4-ply flexibility, with snow-white walls, of striking appearance. The white-wall Aerolux enhances the beauty of any car and is guaranteed to retain its unblemished whiteness. 50,000 miles of service frequently reported by users.

WARE RUBBER CO., INC.

Dallas Tire Distributors Since 1910
2101-3 Commerce Street Phone 2-5705
DALLAS

We make liberal trade-in allowances for your old tires.

Fine Craftsmanship in Rubber

Volume 16 October, 1937 Number 9

Southwest BUSINESS

Established 1922

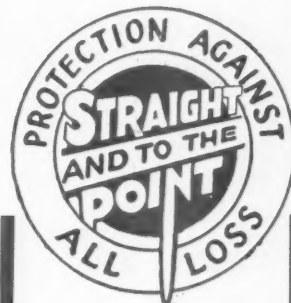
Published by
THE DALLAS CHAMBER OF COMMERCE
in the Interest of the Great Southwest

CONTENTS FOR OCTOBER

	Page
Movies from Dallas	5
The Oil Month in Review	7
By Allen V. Peden, editor, Petroleum Daily	
Beaumont Prospers on 6-Way Transportation	8
By O. L. Caywood, Port Director, Beaumont	
Federal Building Is Show Within Show	10
By Kitty Barry Crawford	
Dallas Business	11
Pan America Becomes Mecca for Students	12
Business Review and Outlook	15
Editorials	25

ANDREW DeSHONG, Editor
HUGH CARGO, Staff Artist
EARL Y. BATEMAN, Manager

Advertising rates on application. Subscription rates, \$2.00 per year. Single copies 20 cents. Foreign \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 7-8451. Night Telephones: Editorial 58-4981; Advertising 5-3586. *Southwest Business* is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither *Southwest Business* nor The Dallas Chamber of Commerce stand sponsor for or are committed by the views expressed by authors in these articles.



LIFE
FIRE
AUTOMOBILE
BURGLARY
ACCIDENT
HEALTH
SIDEWALK
TORNADO
INCOME
EDUCATIONAL
LIABILITY

INSURANCE

for
ACTION SEE
A.C. PRENDERGAST
& CO.

PHONE 7-8261
Fifteenth Floor
REPUBLIC BANK BUILDING



Shellers and Packers
TEXAS SELECTED PECANS
JOHN FISHER Pecan Co.
2304 N. Griffin St. Phone 2-8873
DALLAS



**FIFTEEN MINUTE
AUTO LAUNDRY**
Automobile Washing . . .
Steaming . . Greasing . . Oil . . Gasoline
Permanizing
Corner Ross and Pearl 7-3297

Lawful Rates Important

Consult the Carriers Listed Below For Your SHIPPING REQUIREMENTS

BINYON-O'KEEFE FIREPROOF STORAGE CO.

2201 Laws, Phone 2-8757

Five Times Daily Service to Fort Worth. Overnight Service to Wichita Falls. Fast Motor Freight to Tulsa and Intermediate Points.

CENTRAL FREIGHT LINES, Inc.

2411 Cottonwood, Phone 7-5161

Daily Trucks both ways between Dallas, Fort Worth, Waco, Temple, Taylor, Austin, Houston, and San Antonio.

EAST TEXAS MOTOR FREIGHT LINES

422 North Walton, Phone 8-4161

Daily Service to and from Dallas, Beaumont, Gladewater, Henderson, Houston, Kilgore, Tyler, Longview, Overton, Port Arthur, Shreveport, and Texarkana.

GILLETTE MOTOR TRANSPORT, Inc.

61712 Laws Street, Phone 2-7701

Daily Service, Houston to Kansas City via Dallas, Dallas to Los Angeles via El Paso and Intermediate Points.

H. & N. T. MOTOR FREIGHT LINES, Inc.

Santa Fe Building, Phone 2-7111

Fast Freight Service to Dallas, Fort Worth, Houston, Oklahoma City, Tulsa, and Intermediate Points.

HIGHWAY MOTOR FREIGHT LINES

2505 Pacific Avenue, Phone 3-4101

Quick Service from Dallas to Oklahoma City, Chicago and Akron, Ohio.

JOHNSON MOTOR FREIGHT

1800 Cockrell Street, Phone 7-8215

Daily Service—Fort Worth, Abilene, San Angelo, Brownwood, Coleman, Ardmore, Oklahoma City, Tulsa, Sherman, Denison, Chickasha, Enid.

OZARK MOTOR LINES

600 Eagle Ford Road, Phone 7-8007

Direct Service Interstate—Little Rock, Benton, Malvern, Arkadelphia, Gurdon, Prescott, Hope, Fulton, Texarkana, New Boston, Clarksville, Paris, Cooper, Commerce, Greenville, Royse City, Garland, Dallas, Grapevine, Fort Worth.

SOUTHWESTERN TRANSPORTATION COMPANY

912 Young Street, Phone 2-6855

Freight to Shreveport, La.; Texarkana, Tyler, Lufkin, Camden, Pine Bluff, Waco, Little Rock, Ark.; Memphis, Tenn.; Greenville, Gladewater, Mt. Pleasant and Corsicana, Texas.

SPROLES MOTOR FREIGHT LINES, Inc.

969 Terminal, Phone 2-2285

Next Morning Delivery to Fort Worth, Bowie, Decatur, Henrietta, Vernon, Wichita Falls, Graham, Waco, and Houston.

TRINITY MOTOR FREIGHT LINES

3201 Worth Street, Phone 8-8151

Double Daily Service between Dallas and Fort Worth. Overnight service to All Other Points. Dallas, Fort Worth, Ennis, Corsicana, Mexia.

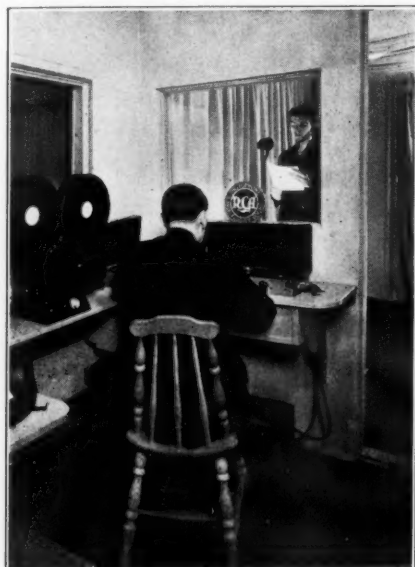
Since passage of the Federal Motor Carrier Act, 1935, and effective April 1, 1936, all operators engaging in interstate commerce were required to have rates on file with the Interstate Commerce Commission with copies of their tariffs also available to the shipping public. We cannot too strongly urge our shipper friends to investigate the reliability of motor carriers that they employ and ascertain if they have an application on file with the Interstate Commerce Commission for a certificate and that tariffs containing rates have been filed with the Commission and are in effect. The carriers whose names appear in this advertisement meet all of the requirements set out above and shippers can rely upon their dependability. Tariffs are available for distribution to shippers who need them.

Southwest BUSINESS

VOLUME 16

OCTOBER, 1937

NUMBER 9



The sound recording room in a film studio. The advertising message is being spoken into the microphone in the sound-proof room in the background, with the speaker visible through the window. The recording equipment is shown in the foreground.

THE audiences of some 2,000 theaters in 20-odd states see Dallas-made movies every week.

They support one of the fastest growing, most alert industries in the Southwest—an industry which has headquarters in Dallas, which will do a 1937 volume of business approximating \$1,000,000, which gives regular employment to about 210 persons, and which in addition pays out \$1,500 to \$2,000 per month in model fees to local "movie stars."

One Dallas producer has seven salesmen in California. His Dallas-produced films are screened in theaters almost within the shadow of Hollywood's big studios. The advertising films from Dallas studios appear regularly in several Hollywood theaters.

Each of the three Dallas firms producing advertising motion pictures begins its film with its own signature, displaying the Dallas address of the company, and in this manner Dallas receives invaluable though indirect advertising.

Movies FROM DALLAS

The development of this young industry reflects Dallas' great diversity of interests and business advantages.

Several of the most prominent stage and screen stars began their careers in Dallas, in the Little Theatre, as models in the Dallas market's style shows, in beauty and dance contests, in "talent discovery" events. More recently radio has enlisted a number of Dallasites. And numerous critics—with Walter Winchell heading the list—have ballyhooed the idea that Dallas has more beautiful girls per thousand population than any other city.

Also involved is the fact that Dallas has become a Mecca for talent, because of the Little Theater, the Southwestern School of the Theater, the radio stations of Dallas, the art schools and similar enterprises from which local producers can draw their actors and actresses.

But successful individual careers have had little effect upon Dallas' rise as a movie-producing center. More important is the fact that Dallas is headquarters for several of the most important theater circuits in the Western part of the United States. In producing screen advertising it is necessary to be near the scene of operations of the firms which provide the media

for motion picture advertising. Important also in the rise of this Dallas industry are the facts that the principal theater supply companies and allied interests have either home offices or regional headquarters in the city, and that most of the important motion picture distributors leave their Southwestern exchanges in Dallas.

The oldest of the Dallas screen advertising producers entered the field in 1916; the youngest is only ten months old.

Two of the firms operate syndicated library services on advertising playlets. In addition, the Dallas producers are equipped to make anything from an advertising short to a full-length feature picture. News reel work, educational and industrial films, and entertainment features round out their services. The combined strength of these three companies has made Dallas one of the more important centers of America's film industry.

Film Advertising Corporation was established in Dallas in July, 1933, by Elmer R. Horne who was previously connected with an other screen advertising company.

The Jamieson Film Company was pioneering, back in the days of silent pictures,

This domestic scene, being filmed in one of the Dallas studios, will be part of a series of library ads. The Dallas man and woman who are principals in the motion picture advertisement will appear on the screens of theaters in some 20 states. In all probability the ad will be shown in one or more Hollywood theaters.



as early as 1916, in a profession that was only beginning in Hollywood. Unlike the other two producers in Dallas Jamieson does not offer a library service but works only on assignments. Hugh Jamieson, president of the firm, is primarily a technician and has emphasized the technical phases of his company's work.

Tad Screen Advertising, Inc., newest member of the Dallas industry, was established the first of this year. Its executives and staff have been drawn from other well established firms, and the company has shown a remarkable growth in its nine months history.

Syndicated library services constitute the bulk of business for Tad and Film Advertising Corporation. Each has some 40 classifications of business for which there is available a complete series of screen ads, general enough to be adaptable to the needs of merchants in the same field regardless of whether they are in Texas or in California.

For instance, a playlet, usually 35 feet in length, is filmed for a Ford automobile dealer. When Tad or Film Advertising enters into contract with the theater in Abilene (or any other city), the firm's salesmen call on the town's prospective advertisers in the library classifications. The Ford dealer in that town is sold the screen service. In addition to the 35-foot syndicated film, he is given a 20-foot signature in which his firm name and brief copy are filmed over a decorative background. The sound track of the signature also carries the advertiser's message read in a trained voice.

Each of the two firms has a library of more than 40 different classifications. The playlet series are made for dealers of the various makes of automobiles, refrigerators, beverages; dry cleaners, department stores, drug stores, florists, insurance, ice cream manufacturers, laundries, oil company agents, used car dealers, bakeries, coffee shops and cafes, furniture stores,



One corner of each of the Dallas movie studios is given over to a model kitchen, where films for food advertisement series, such as this, are produced.

jewelry stores and similar lines. One firm even has a syndicated series on chiropractors.

Jamieson does not offer the library service, making screen advertising only on assignment. The firm's volume is in individual commercial and industrial films. Tad's business is chiefly in the syndicated and industrial films, although the firm is prepared to produce any type of film in the motion picture field. Film Advertising Corporation is now making industrial and educational films, news reels and entertainment features in addition to its syndicated ads.

Each of the Dallas movie producers has complete camera and sound recording equipment, well-equipped laboratories for developing and printing films, and projection rooms for the first screenings of their finished films.

The technical story of Dallas' movie industry parallels that of the big studios in Hollywood. The control-of-hand processing of film in the old days of silent pictures has passed. The advent of sound forced a more scientific method of me-

chanical processing and control in order to insure the highest possible quality. Action films are made in the studio, or on location out-of-doors. In some instances, the sound film is made simultaneously with the action film. In most instances, particularly on the advertising, industrial and educational films, the sound is recorded on stationary equipment in a room specially constructed for that purpose.

Almost any Dallasite stands a chance of "breaking into the movies" of the Dallas screen advertising firms. One of the producers has a file of more than 500 men, women and children who are ready and willing to serve as models. In the course of the year this firm will call upon 200 to 300 of the individuals named in its files. The models it has used range in age from a year-old baby to a 70-year-old grandmother.

Models' fees vary. One firm pays \$1 per hour, with \$1 as the minimum for less than an hour's work. Another pays \$2.50 per film, regardless of the time required.

Occasionally a type is required in one of the films which can't be satisfied from the company's files. But even then someone in the organization usually is able to produce a friend or acquaintance to fit the part.

"Props" for studio scenes are frequently borrowed by the producers from Dallas merchants. The merchants gladly cooperate for the publicity benefits to their merchandise, and because of the value of the industry to Dallas. One firm has agreed to give a complete electrically-equipped kitchen to one of the Dallas producers in order that its electrical equipment will be seen in food advertising films.

Competent scenarists are on the staffs of the Dallas movie producers. They can write, on short notice, any kind of scenario specified, from the playlet advertising "Waxtite" chewing gum to the

(Continued on Page 16)

A Dallas Firm's staff is producing this screen advertisement for a radio manufacturer. The syndicated film will be sold to the dealers of that make of radio in 20 states.



The Oil Month in Review

THE national oil industry, especially that section of it in the Southwest, is entering the Fall of what has so far been one of the best years in its recent history with every confidence that, barring some wholly unexpected untoward development, it will close 1937 with a remarkable record of achievement, both in the volume of its business and in its earnings.

During the summer just past, production, week after week and month after month, reached new all-time peaks, the daily average in late August touching the phenomenal figure of 3,745,000 barrels.

Oil Men's "Luck" Holds

Fears were expressed in many quarters, as observers saw these steadily mounting totals, that the current markets would be flooded, resulting in substantial reductions in the price of crude, which would in turn have had severe repercussions upon all types of business in the oil producing states and areas.

Fortunately, however, what oilmen have come to call their "luck," which has stood them in good stead in many a critical situation, continued to hold, and any danger that might have existed on this score was readily averted by the fact that

Both Volume and Earnings Increase

By ALLEN V. PEDEN

Editor, Petroleum Daily

gasoline consumption undertook to set a string of records all its own during the same period, marketers reporting their August sales to have been the highest for any month in their history.

Prospective Demand Gains

In addition, there were many indications that the coming winter would see another enormous demand for industrial and domestic fuel oils, which last winter reached wholly unforeseen proportions. Consequently, there has been an active scramble on the part of jobbers and merchants of these oils to make sure of their needs for the season.

As a result of these two factors, the market for refined oils, both light and heavy, has continued strong, even tight at times, a fact which in its turn has greatly aided the position of the crude market.

In addition, the action of the Texas Railroad Commission and of the Oklahoma and Kansas corporation commissions

in ordering reductions in allowables for September, totaling over 150,000 barrels, went far to restore the confidence of the industry that the production situation was being kept reasonably well in hand and that such additional measures as might be necessary would be taken to prevent too large quantities of crude from being run to storage.

It might be remarked here that a number of the larger purchasing companies have made it clear informally, though issuing no official announcements, that they would not be disposed to store any substantial quantities of oil at present price levels. Other large buyers, however, have appeared to be just as determined to resist any efforts to reduce those levels, siding with the viewpoint of practically all independent producers that oil prices are still lagging well behind the advances that have been made by other commodities from the low point of the depression.

Declines in Production

At any rate, the weekly statistics released by the American Petroleum Institute and the U. S. Bureau of Mines have shown steady declines in average production, indicating that the effect of the smaller allowables ordered in the principal producing states is making itself felt.

In the week ending September 11, the API reported, the drop in daily production amounted to over 50,000 barrels, almost as much as that of the preceding week, which was over 52,000 barrels. The next total was placed at 3,642,000 barrels, marking a decrease in two weeks of over 100,000 barrels.

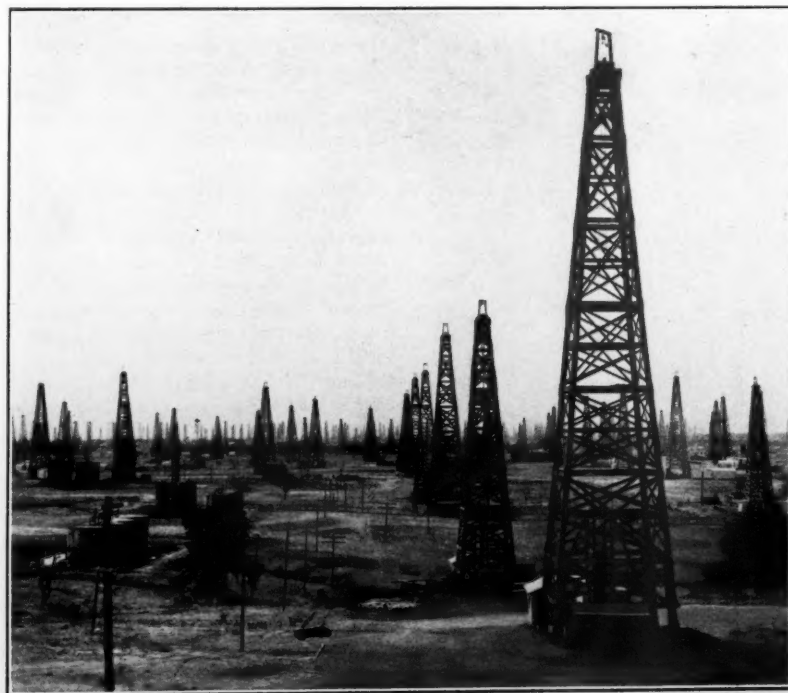
Meantime, although there were normal seasonal increases in stocks of crude and of unfinished gasoline, they do not appear to most observers to represent anything alarming.

So that, taken all in all, the general market situation, both as to crude and refined petroleum products, appears to be in a gratifyingly healthy condition, with a continuation promised of the stability which enabled many companies to make their best earnings records for the first half of the year since 1929.

Exploration and drilling activity continued apace throughout the Southwest, with most attention, however, being

(Continued on Page 26)

The state of the oil industry affects every line of business in the Southwest. In this issue of SOUTHWEST BUSINESS the editors of PETROLEUM DAILY begin a new feature, a monthly review of conditions in the oil industry as they affect Southwestern business in general.



Beaumont Prospers on *Six-Way Transportation*

By O. L. CAYWOOD
Port Director, Beaumont

SHIPPING demands at the Port of Beaumont, center of a rich oil refinery and agricultural region, have reached such volume that the port's facilities are to be immediately expanded at a cost of more than \$300,000.

The new port facilities will include provisions for both ocean-going traffic and for the barge lines which come into Beaumont through the intracoastal canal. Oil and cotton are the twin giants of Beaumont shipping, and adequate facilities for both commodities are being included in the port's big expansion program.

Pipe Line Terminals

Growth of Beaumont's port is reflected in greatly increased construction activity—both industrial and residential—in Beaumont and the surrounding area. The port itself now owns more than three miles of waterfront and nearly half a million acres of land.

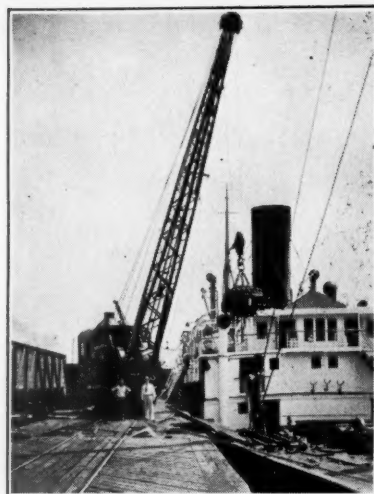
Beaumont is one of the few cities of the world that can take full advantage of a six-way system of transportation: seaways, inland waterways, railways,

highways, airways, and pipe lines. The great oil refineries of the Beaumont district are all terminals of pipe line systems bringing in the crude from near and far, regardless of state or county dividing lines.

Inland Waterways Used

The construction of these pipe lines and supplying of the casing demands of the increasing number of oil wells has brought immense additional traffic over the inland waterways from as far as Pittsburgh, and one company alone will complete, within the next three months, more than 20,000 tons of such import from the great steel city via the Ohio and Mississippi Rivers and the Intracoastal Canal.

It was the coming in, in 1901, of Texas' first great gusher in the Spindletop Oil Field at Beaumont that attracted the attention and brought the capital of the great oil industry to the metropolis of Southeast Texas. That industry had need for and secured a deep channel to the sea, a channel which now has a minimum depth of 34 feet and which enters



Rail and water transportation meet on the wharves of the Port of Beaumont.

into and partly encircles the City of Beaumont.

It became necessary for the City of Beaumont to establish shipping facilities entirely separate from those used by the ocean-going tankers and barges. Under the direction of the Port Commission there has been carried on a constant program of enlargement and improvement and with this program there has been a steadily increasing volume of business.

Additional Wharves

Further improvements which will make necessary an expenditure of approximately \$300,000 are to commence within the next few weeks. The engineering company of Harrington & Cortelyou of Kansas City, Missouri, has prepared the plans and from Washington has come an appropriation of \$134,730.00 to supplement the expenditures by the Port Commission from bonds which have been passed and approved for a port extension program.

In the new program additional wharves for steamers of deep draft are to be provided and the barge terminal will be expanded some five hundred feet. Some new shipside warehouses are also to be constructed to supplement the existing warehouse space of approximately 200,000 square feet. In the center of the port's facilities is Cotton Warehouse No. 1, covering 112,500 square feet and in the center of which is a modern high density press with a capacity of 100 bales per hour. All three existing cotton warehouses are sprinkler equipped and carry Class A insurance.

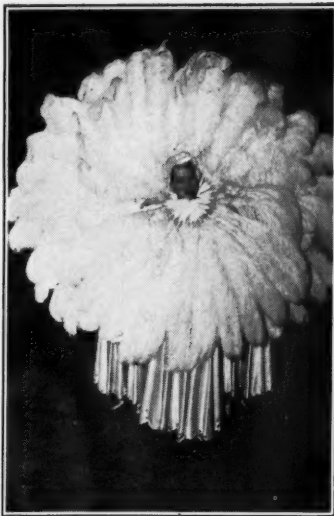
The mechanical equipment of the Port of Beaumont is completely modern. The most recent acquisitions have been two large locomotive cranes and two magnets for the rapid handling of scrap iron.

Encouraged by the growth of shipping

(Continued on Page 27)

An unusual aerial view of Beaumont, with the city's business district in the foreground and the wharves and refinery plants in the distance.





Three girls from the Casino's precision line from a huge blossom of ostrich plumes in the beautiful fan number of the Casino Revue.

BIG names of the show and radio world that brought the month of September and the Pan American Exposition to the attention of the entertainment world were only the beginning of a Fall Festival celebration that carries the Exposition to a feverish close.

September brought down the curtain upon the annual grid contest between the Chicago Bears and the All-Star Collegians, and a half dozen outstanding high school games. Amos and Andy, Bob Burns, Benny Goodman, Anson Weeks and his orchestra and a host of other "bigshot" entertainers made September scintillate, but October swings in with a football schedule unequalled in any city in the nation.

Cotton Bowl Schedule

The Cotton Bowl is turning out games between Southern Methodist University and Centenary College of Shreveport; University of Texas and University of Oklahoma, and on October 16 the Mustangs from Southern Methodist will come back to the Bowl to do battle with Vanderbilt. Practically every day of October sees from one to two football games in the Cotton Bowl. The schedule is heavy and brings Dallas school teams into combat with the strongest teams of the state.

Free entertainment at the Exposition distinguishes it among international fairs.

The beauty of the Pan American Casino Revue that through the hot days of summer had become the talk of Texas and a considerable portion of the nation reached new heights with the beginning of the final phase on October 2. Under the inspiration of the compelling beauty of their own creation principals and workers joined together to add a new

Casino and Cotton Bowl *Linked in Fall Festival*

measure of sparkle to the revue for the final four of the twenty-weeks run.

"Texanita" Song Introduced

Leading up to the final phase of the revue there was introduced early in September a new song, "Texanita," that had been written originally for the revue along with "El Gaucho," "Pin a Blue-bonnet on Your New Bonnet," and "Don't You Know or Don't You Care" by the song writers, Sam Fain and Irving Kahal. Hitherto the melody had been played by the orchestra as accompaniment for the Texanita dancing number by the Pan American Precision Girls. Now it is sung by Art Jarrett and the Singing Gauchos who march up the stairway of the Spanish House to form a striking setting with Jarrett seated on the bottom step strumming his guitar.

The wild swaying dance of the Bolero took on new significance beginning September 19, when Leon Barte, master of the ballet, with Isabel Kimpal, featured ballerina, took over the principal dance interpretation of the Bolero. At the same time fourteen ballerinas, who had danced in the ostrich fan number and the Bolero, were featured in a ballet number executed on the reflecting disc where ball room dancers had been featured previously.

The dramatic reestablishment of Art



Isabel Kimpal, ballerina, becomes the principal figure in the new version of the "Bolero" finale of the Casino Revue.

Jarrett as a singer and actor continued. By sheerest accident Jarrett became the outstanding personality of the revue and the favorite alike of visitors from Hollywood and remote parts of the Southwest who dropped in for a visit at the Casino. He came to Dallas to direct a second dance band that did not materialize. He

(Continued on Page 31)

This photograph shows a small section of the Casino stage during the "Bolero" finale. It provides little idea of the exciting close of the Casino Revue.



Federal Building is

SHOW WITHIN SHOW

By KITTY BARRY CRAWFORD

GOVERNMENT to most people is like a state of mind. To some of us it is an intangible spirit that permeates, controls and conditions our daily existence. To others it is a domination in which we have little or no personal part, but which must be borne, whether we like it or not.

Between these two attitudes, one of them too vague, the other too indifferent, stands government itself, battling for reality. Our national government is not standing aloof in Washington. It is trying to mingle with us, a practical, helpful part of our daily lives.

Benevolent Aspects

Perhaps the most concrete and understandable expressions of this desire on the part of the government of the United States as a whole that have yet been devised are the Federal buildings that have been erected during recent years at our great expositions. They bring home to individual citizens of this country not only the efforts of national forces to maintain law and order, but the scientific and benevolent aspects of national control.

Certainly the most definite, the most realistic, the most wonderfully complex presentation of the power and marvelous character and extent of our government that has ever been set before us is now to be found in the magnificent Federal Building at the Pan American Exposition. Among innumerable other things it shows how the government operates to mitigate disaster, to defend the people and their homes, to improve economic conditions, to

educate people into better ways of living, and to think far into the future for our children and grandchildren, that they may be free, healthy and happy, and sentient to the great opportunities of this our beloved land.

Last Opportunity

On October 31 this building will close. It will never re-open in its present force and glory. Those who do not make the most of what it offers during the few short weeks that remain of the Exposition season will miss a rich experience. Those who do take this last opportunity to study its exhibits closely, each one individually, and the glorious presentation as a whole, will make an intellectual and spiritual investment that will pay long dividends.

It is quite possible that never again will citizens of this section of the United States have the chance to study our government in quite the multiple detail in which it is presented now in the Federal Building at the exposition. The exhibits there have been created by what is known as the assembly system. Each division of each separate department of government has made its own exhibit. Each section has selected its own method of expressing the salient features of its service to the public. Then, all of them have been assembled into a potent and powerful whole.

There is no blinking the truth that the offerings of the building are complex and must be carefully studied to be appreciated. The casual visitor who wanders along the white line glancing from left to



S. M. Stroup, acting director in charge of the Postoffice Exhibit in the Federal Building at the Exposition, explains the complex ramifications of world postal routes shown on an electrically operated revolving globe.

right at the colorful displays on either side of him will get very little from them. At the very most he will receive only an impression that our government is very complicated and far-reaching. He will never remember the legends and statistics, the graphs, or the order and arrangement of governmental organization. Unless his eye happens to fall upon some phase of activity that is vital to his personal life, he will remember merely that government is vitally concerned in a thousand things of which he has not dreamed. He will not receive its intimate and personal messages.

The ideal way to profit by the offerings of the Federal building is to take plenty of time for them. Go there not once, but on many different occasions. Select the various parts of it for intensive and careful investigations. Ask the directors of each exhibit to help you. Make notes of the things that interest you most. Collect booklets and pamphlets for study and reference at home, or learn where and how they may be procured for this purpose.

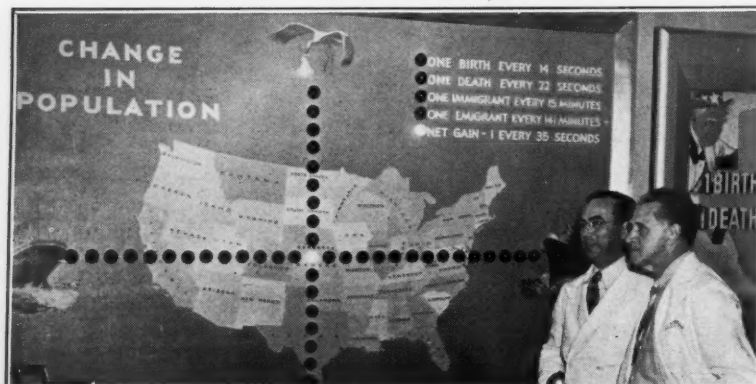
Exhibitors Love Questions

And by all means, take the children and young students in your family with you as many times as they will go. There are many interesting and thrilling things in the exhibits for them, many extraordinary educational opportunities, many outlets for information that will benefit them in their school and college years. No comparable information may be found anywhere else in this part of the country for the youth of our land.

You may be surprised and delighted to discover that your boy is interested in forestry, in the government's battle against disease, in agriculture and animal husbandry. You may find subjects that enthrall your young daughter, such as depictions of pioneer costumes and foods,

(Continued on Page 13)

George Creel, United States commissioner, Golden Gate International Exposition, San Francisco, at the right, studies the Census map in the exhibits of the Department of Commerce in the Federal Building at the Exposition with H. R. Stutsman, special assistant commissioner.



Dallas Business

EIGHTY-NINE new concerns during September brought the total of new businesses established in Dallas during 1937 to 675. In the September totals were nine manufacturers, thirteen wholesalers, twenty-eight retailers, six oil companies, thirty-four classed as miscellaneous, and nine branches of national concerns.

Among the concerns located in Dallas during September were the following:

Manufacturers:

Famous Products Company, 4036 Commerce Street. Manufacturers of "Thrifty Fix" waffle mix; W. D. Matthews, manager.

John Fisher Pecan Company, 2304 Griffin Street. Pecan shellers.

Hollywood Leather Goods Co., 710 Commerce Street. Manufacturers of purses. Jack Tobolowsky, president.

F. A. Kadane Creamery, plant now under construction at Canton and Crowds Streets.

National Lead Company, purchased site on M-K-T tracks south of the Forest

Avenue bridge for new lead smelter, construction to begin shortly.

7-Up Dallas Company, Inc., completed and occupied new plant at 2700 Live Oak Street, manufacturing beverages.

Stylelocks Manufacturing Co., Inc., 307 Wholesale Merchants Bldg. Dress manufacturers.

Theatre Trailer Corporation, Film Exchange Bldg. Manufacturers of advertising motion picture films.

W & W Pickle & Canning Co., of Montgomery, Ala., let contract for new pickle factory to be built at Love Field; cost approximately \$75,000.

Wholesale and Branches:

Accurate Parts Manufacturing Co., 2033 Commerce Street. Manufacturers of automotive clutch products. Home office, Cleveland, O.

Barham Produce Co., 2113 Young Street. Wholesale poultry.

Dallas Candy & Specialty Co., 905 Second Avenue. Candy jobbers.

Dallas Grain & Hay Co., 527 Fidelity

Bldg. Wholesale grain.

S. W. Davis Distributing Co., 711 South Ervay Street.

Empire Underwear Co., 1102 Commerce Street. Wholesale underwear.

Michael Flynn Mfg. Co., 416 Linz Bldg. Steel windows; home office, Philadelphia, Pa.

R. D. Hughes Sales Co., 2106 South Lamar Street. Mill supplies.

Kimball Brokerage Co., 519 Slaughter Bldg. Food brokers.

Norsch Selling Agency, 312 Wholesale Merchants Bldg. Novelties.

H. P. Pohl Leather Co., 416 South St. Paul Street. Shoe findings.

Willys Company of Texas, 701 North Pearl St. Automobiles—factory branch.

Petroleum:

Barnett Oil Developments, Inc., Kirby Building; new corporation formed by Ben G. Barnett and associates.

Chestnut Securities Co., incorporated in Delaware for \$2,000,000 and granted Texas permit with Dallas as headquarters. Location of office not yet announced.

Drilling & Exploration Co. of Texas, Continental Building; new company incorporated for \$10,000 by C. R. Rider, Gilbert E. Peterson and H. A. Peterson.

Kewanee Oil Corporation, chartered in Delaware for \$5,000,000 and granted Texas permit with Dallas as headquarters. Location of office not yet announced.

Natural Gas Reserve Corp., 1917 Republic Bank Building. Pipe line.

W. R. R. Oil Company, Kirby Building; Delaware corporation capitalized at \$100,000, and granted Texas permit, with N. F. Wertheimer as Texas agent.

Miscellaneous:

Allied Arts Studios, 1912½ Main Street. Photographers.

Altick & Peyton, 1315 Cotton Exchange Building. Cotton.

American Business Institute, 418½ North St. Paul Street. Private school.

Asphalt Institute, 613 Southwestern Life Building; home office, New York, N. Y. D. D. Williamson, manager.

W. S. Bigelow, 905 Cotton Exchange. Cotton.

C. D. Brigman & Associates, 1012 Allen Building. Accountants.

L. W. Gaskill & Co., 624 Kirby Building. Insurance.

John Hancock Mutual Life Insurance Co., 1300 Dallas National Bank Building; Ricks Strong, general agent. Home office, Boston, Mass.

The Heyman Co., Inc., 1013 Cotton Exchange Building. Cotton liners.

Inland Life Insurance Co., 1025 Liberty Bank Building. Life insurance.

Ray Knoohuizen Associates, 701 Slaughter Building. Insurance.

W. W. McAdoo & Co., 1614 Kirby Building. Investments.

(Continued on Page 23)

Dallas Is Growing — Month by Month

ELECTRIC METERS

August, 1937	78,786
August, 1936	76,437

TELEPHONES

August, 1937	83,557
August, 1936	79,429

GAS METERS

August, 1937	69,510
August, 1936	67,580

POSTAL RECEIPTS

August, 1937	\$ 303,273
August, 1936	327,069

BUILDING PERMITS

August, 1937	\$ 644,848
August, 1936	655,827

BANK DEBITS

August, 1937	\$230,077,000
August, 1936	201,240,000

BANK CLEARING

August, 1937	\$216,017,447
August, 1936	189,327,221



State Superintendent L. A. Woods of Texas, right, is shown conferring with Frank N. Watson, assistant director general of the Pan American Exposition, on plans for the school movement.

RINGING of school bells in the Southwestern States of Texas, Louisiana, Arkansas, Oklahoma and New Mexico, had a double meaning this September.

The call was not only back to the curriculum of schools, but a bid for a lark to the Pan American Exposition.

The Governor of Texas had proclaimed a holiday for all Texas schools so that an educational visit might be made to the international show before October 31. Governors of the adjoining States had promised similar cooperation. The railroads had joined the movement by declaring a rate of a half cent a mile for all school groups. The Exposition joined in with a reduction at the gate for groups of ten or more, amounting to 25 cents each. It also had set up a division to handle the youngsters. On two-day schedules it had provided a tour ticket costing but \$2.25, which carried two admissions, lodging and meals for the two days.

In the meantime the State superintendents of Texas and New Mexico had made personal inspections of the plans made for caring for the lads and lassies. They had looked into the educational advantages offered, and had given approval to the amusements on the menus. These were Superintendents L. A. Woods of Texas and Ray Rodgers of New Mexico. Visits were impending from educational leaders of the other States.

The organized movement of the children formally began on September 9 and 10, when groups from Dallas and four counties surrounding it, were the Exposition's guests. As the month progressed the territory was gradually extended further out into the State, until by the time

Pan America Becomes MECCA FOR STUDENTS

October dawned the school division was reaching into the furthestmost points of the State.

October 31 Deadline

But those places which for various reasons could not send their delegations during September on the dates designated, still have not lost their opportunity of seeing the last of the great Southwestern expositions to be held during their school lives. Provision has been made that they may come at any time prior to October 31, with assurance they will receive the same care and attention.

Definite dates for the movement from other States were not set. Arrangements have been made to care for these students at any time and the same rule applies to every American State and foreign country.

Under trained leadership the school division has listed more than 5,000 rooms, most of them within a few blocks of Exposition park. All these have been personally inspected. Groups are assigned to these for whatever period of time they remain. In addition a baggage checking service is provided, and attendants always on duty are prepared to locate any "lost sheep" and return them promptly to their

groups. Last year some 350,000 students were cleared through the division. None was lost more than a few minutes. Each was directed, regardless of the hour, to his room. All baggage was accounted for, and all train schedules were met to the minute. It was perhaps the first time in all American history that so many children had been handled in so short a period without mishap or complaint. The same record is the goal for 1937.

In addition to the free, high-class educational shows and exhibits offered the children during October, there also is a well-balanced program of college and high school football for their relaxation at evening-time.

Organization has been necessary to bring about the perfect functioning of the machine that is bringing to the Exposition many thousands of students.

Every Need Cared For

There was set up a contact organization which met with school chiefs in all the territory and arranged dates satisfactory to all, as nearly as possible. An elaborate housing bureau was formed, and agents of the division personally inspected each house offered for the housing of the youthful visitors. Telephone numbers and

A group of students from the University of Mexico, Mexico City, inspect Mexico's exhibit under guidance of Ernesto J. Canales, head of the exposition's Latin American Bureau. Thirty-two students visited the exposition last month as the first official representatives of their university.





Here is the first school delegation registering at the Pan American Exposition from Oklahoma. It is the Camp Public School, Carter County, near Ardmore. This is the only Oklahoma rural school offering free textbooks and free transportation to its students.

street addresses were taken, so that at no time would there be congestion, regardless of the number that might be on hand.

Busen were arranged to transport children and their baggage from the central registration office at the Parry Avenue entrance to the rooms assigned them.

Railroads were contacted, schedules worked out and special trains arranged on time that would afford the least possible discomfort to the hundreds on board.

Newspapers throughout the territory are given special releases with full information as to the date of the movement from their cities, the schedule of trains, and provisions made at the Exposition.

In addition, Dr. Elizabeth Smellage, well-known Texas educator, remains constantly in the field contacting school heads in all sections and assists them in arranging these tours.

As a result of all these efforts Exposition officials are confident the response this year will at least equal that of 1936.

A building is devoted to the exhibits, the culture and the ambitions of the neighbors of the United States to the South. It is the only exhibit of its kind that has ever been shown within the borders of this country.

Variety of Attractions

The Hall of Texas History provides an accurate picture of the struggles of the Lone Star State in the century that has just closed. The massive Texas Hall of State presents in heroic size the leaders of the early Texas. Also there is housed an elaborate display of the life of Mid-Amer-

ica, the days of the Mayans, sponsored by Tulane University of New Orleans.

Major Bowes' Amateurs; the band of Don Ramon from Mexico; the Guatemalan musicians; the colorful parades of the United States Army; the elaborate Federal exhibit, all these are open to the children without charge.

The Pan American Casino, the world's largest cafe-theatre, is open to them at a rate of half price. Similar concessions have been made all along La Rambla, the world-famous amusement avenue of the Exposition.

Over it all are floating the flags of all the nations of the Western world. A dazzling lighting effect, with its background of green and beautiful landscapings and lagoons, in itself affords an inspiration to youth that nowhere else may be obtained. The good neighbor policy of the American government is finding practical application, where all the Western nations are cooperating in the presentation of the common ideals of the peoples of the two Americas, toward a higher civilization, mutual assistance and self-sufficiency.

And all this has been made available to the school children of the Southwest, poor and rich alike.

Auto Registrations Decline

New automobile registrations in Texas during August were slightly below those of the preceding month but moderately above those of August last year, according to the Bureau of Business Research of The University of Texas.

FEDERAL BUILDING

(Continued from Page 10)

and habitat pictures of birds, butterflies and flowers.

Be sure to talk and ask questions. The Federal men love questions. They have helped many, many people during the two seasons they have been here with vital pointers about how to solve all sorts of problems. Do you know how to secure a passport? Are you interested in production and consumption information about our important products? Are there things you want to know about trading in foreign countries, particularly in Mexico and the countries of Central America and South America? Is there something you want to know about patents or trademarks, copyrights, or other protective measures? Do you have need of formulas, recipes, descriptions of processes, that would help you be better business men or better housewives? If you yearn over any of these things, ask the government men. They can help you instantly and practically.

Many people get reliable information in the Federal Building about old age pensions and old age security. They learn how the government may help them build and own homes, or remodel houses. They may study actual models, of good size and exactly scaled, of homes people of average income may build and eventually own on terms that are no more, and sometimes less, than rent. They may see the plans of these houses, conceived and carefully executed by the greatest architects of America. No copies of the architects' plans are distributed from these exhibits, but many people can and do sketch them off for future reference.

Business Aids Featured

For the business man of Dallas and vicinity there is much of value in the government exhibits. The government maintains a special department for business aid and use, the Department of Commerce. Nine of its branches are beautifully expressed in the Federal exhibits.

Under Daniel C. Roper, Secretary of Commerce, this department has become the service arm of the Administration for American business. Besides its regulatory powers, such as the maintenance of land and sea beacons, charting of coasts and harbors, licensing and registering of ships and planes, and enforcing navigation laws, it also has equally important functions in the field of business promotion.

It aids and stimulates industry and commerce by a thousand-and-one means which it has at its disposal. Every business man, every agriculturist and stock man, in the Southwest should familiarize himself with the varied activities and wide scope of at least one branch of the

(Continued on Page 28)

Millwork and Cabinet Shop Business Good

The business of the Smith Millwork and Cabinet Shop, located in the Love Field industrial area, reflects the large amount of residential construction now underway in Dallas, according to Earle Smith, manager.

"There is greater activity in the residential construction field than Dallas has seen in 10 years," Mr. Smith said.

The firm does all kinds of mill work and cabinet work, including doors and windows, arch frames for doors, special drawers and cabinets for closets, and any other type of special work required.

Dallas Firm Sells "Re-refined" Oil

The M-R RefinOil Company, 1800 North Harwood Street, offers motorists the re-refined oil produced by the RefinOil Machine, Frank O. Krieger, manager, has announced. Mr. Krieger is a graduate petroleum engineer from the Colorado School of Mines, and assisted in invention of the RefinOil process.

"Heretofore," he explained, "we have marketed only the RefinOil machine. Now the general motoring public is offered the economy and advantages of the product of the machine."



FIRST IN SERVICE

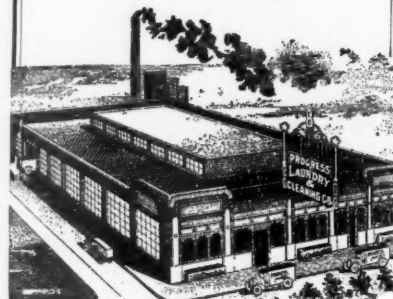
This bank exerts every effort to be FIRST in the excellence of its service . . . FIRST in serving our depositors pleasantly, efficiently and with fidelity . . . FIRST in doing those little things that customers appreciate because they go far beyond the mere routine handling of deposits and withdrawals. It is this fact that causes so many people to think of the First National FIRST when they think of a bank.

FIRST NATIONAL BANK

in DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

The PROGRESS

LAUNDERERS
DRY CLEANERS
FUR STORAGE



OUR SPECIALTY..

To the ladies: Perfectly ironed table linens that make you the perfect hostess in the home.

To the gentlemen: A well laundered shirt adds much to your appearance. The PROGRESS is the HOME of the PERFECT SHIRT.



PROGRESS DRY CLEANING

Treat your clothes to the best. See, feel, smell the difference. Let us keep your nice things looking nice.

FURS

STORE WITH US ... DRY
COLD AIR STORAGE

The PROGRESS

DALLAS - WACO

D. P. WALLACE, President and
General Manager

Business Review and Outlook

(Prepared by Dallas District Office, Bureau of Foreign and Domestic Commerce,
U. S. Department of Commerce.)

DURING the past four weeks each successive week registered an improvement over the previous week in comparison with comparable weeks of a year ago in retail trade in Dallas, as shown by reports of a group of stores to the Dallas office of the Bureau of Foreign and Domestic Commerce.

For the week ending August 21, the majority of reporting retail stores registered gains over the same week of last year, the gain ranging from slight to almost 33 percent. Men's stores for the most part reported decreases. For the week ending August 28, better than two-thirds of the reporting retail stores registered gains over the same week of the previous year, the gains ranging from 3.4 percent to 54.2 percent, with two-thirds of the total reporting firms registering gains greater than 13 percent. For the week ending September 4 practically all of the reporting retail stores registered gains over the same week of the previous year, the gains ranging up to 75.8 percent with better than two-thirds of the reporting stores having gains over ten percent. For the week ending September 11, all of the reporting retail stores registered gains over the comparable week of the previous year with the percentage gains ranging from 4.7 to 16.5. The majority reported gains exceeding 17 percent. Better than three-fourths of these same stores registered gains in August over August 1936, the gains ranging up to 22 percent.

Late in August the Agricultural Department of The Dallas Morning News reported that the much needed general rains that fell during the late part of the month greatly benefited the cotton crop in this area, improving prospects for a top crop, reducing square shedding and retarding premature opening of the bolls. Cotton prospects at that time for the South Plains area and West Texas were reported as the best for the past several years. Subsequent reports indicated that while recent rains were beneficial to the cotton crop, they had a tendency to increase insect damage. The early September report of the Bureau of Agricultural in the Texas prospective production of cotton and all deciduous fruits. This Economics indicated a material increase same source stated that there had been more than an average decline in range conditions in Texas in August, with the early September condition being 72 percent normal. The condition of the Texas cotton crop at the beginning of September

was 76 percent normal compared with 52 percent normal on the same date one year ago.

Carlot unloads of fruits and vegetables in Dallas in August decreased 4 percent as compared with the same month of last year, while the decrease in Fort Worth for the same period was 12 percent.

Food costs in Dallas, as shown by the Department of Labor report, for the middle of August as compared with the middle of July of the current year registered an increase of 3.2 percent. The middle of August as compared with the same period of the previous year showed an increase of 2.3 percent in food costs.

Dallas bank clearings for the week ending August 25 represented an increase of 16 percent over the same week of the previous year, but a decrease of 11 percent compared with the previous week. For the week ending September 1, Dallas bank clearings gained 16.4 percent over the same week of the previous year and 9.5 percent over the previous week. For the week ending September 8 the clear-

ings gained 8 percent over the same week of the previous year, but decreased 18 percent as compared with the previous week. For the week ending September 15, clearings gained 3 percent over the same week of the previous year and 44 percent over the preceding week.

Dallas bank debits for the week ending August 25 increased 19.4 percent over the same week of a year ago, but decreased 8.8 percent compared with the previous week. For the week ending September 1, bank debits gained 13.6 percent over the same week of a year ago and 4.5 percent over the previous week. For the week ending September 8, bank debits decreased 4.6 percent as compared with the same week of a year ago and 16.7 percent as compared with the previous week. Bank debits for the week ending September 15, decreased 0.7 percent as compared with the same week of the previous year, but increased 43.5 percent over the previous week.

The Industrial Department of the Dallas Chamber of Commerce reported that a two-acre Dallas site had been purchased by W. and W. Pickle and Canning Company of Montgomery, Alabama, for the erection of a branch plant and that a contract would be let soon for the building, containing 30,000 square feet of floor space. This plant will afford an additional outlet for certain farm products

(Continued on Page 30)

Title Policies ★ Abstracts ★ Escrows

No title is safe unless insured. When buying your home let us insure the title so you will be free of all worries and title losses.

"Better Be Safe Than Sorry"

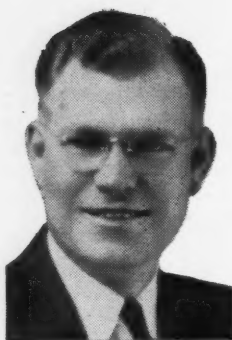
We invite you to visit our modern new office building, 1206 Main Street, on October 18th, at which time we will open for business in our new offices.

STEWART TITLE GUARANTY COMPANY

Capital \$1,500,000.00

1221 Main Street

Telephone 2-8491



SAVE UP TO \$10.00

ON A SET OF FIVE FIRESTONE TIRES

Drive in and let me show you how you can save up to \$10.00 on a set of Five FIRESTONE TIRES. Liberal trade-in allowance ... long easy terms.

—"C" Johnnie Daniels.

**HAWKINS
TIRE & BATTERY CO.**

Jackson and Market Streets
Telephone 2-1417

BLUE PRINTS PHOTOCOPIES
ROTAPRINTS SUPERSTATS
Manufacturers of
BLUE PRINT PAPER & CLOTH
JNO. J. JOHNSON
1912 N. St. Paul St., Phone 2-8067 Dallas

For...

PERSONNEL PLACEMENT SERVICE

Call

**Nationwide Business
Bureau**

JAS. L. LEWIS, Gen. Mgr.

Phone 2-8119

1604 Kirby Bldg.

Chairs for Rent

FOLDING CHAIRS

Also Tables With Detachable
Legs for Conferences and
Public Meetings

**Cannon Ball Towel
Supply Company**

2011 Orange

Phone 2-9083

MOVIES FROM DALLAS

(Continued from Page 6)

three- or five-reel film portraying the passing of the mule and horse on Texas farms. Jamieson has even filmed a bow-and-arrow hunting expedition in Mexico.

Most of the producers' revenue is brought into Dallas—only the screen rentals to theaters which do not have headquarters in Dallas, and the salaries of the firms' traveling salesmen actually leave the channels of Dallas trade.

Rentals for advertising time on theater screens are usually in the form of royalties, are paid by the producer or direct to the theater by the advertiser. The job of selling the advertising time to the theater's local merchants is the movie producers'.

Advertising time on a theater screen never exceeds four and a half minutes, and two and a half minutes is the average. That time is divided between several brief advertising subjects so that audiences seldom get impatient over interruption of their entertainment fare. The cost of the syndicated library advertisements of the Dallas movie firms ranges from about \$2.50 to \$10 per week. Complete weekly changes are required; an advertiser may



Artists in one of the Dallas film studios prepare the signature background for an advertising playlet which will be shown on the screens of hundreds of theaters.

by the editors of the major newsreels.

Lindbergh, Obregon, Wiley Post's funeral, the death and funeral of Huey Long, the funerals of Clyde Barrow and Bonnie Parker, the Urschel kidnaping and many other "headline" events which "broke" in the Southwest have been covered for the newsreels by Jamieson cameramen.

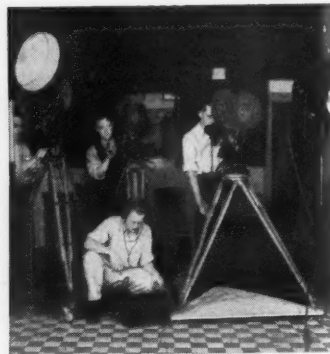
Jamieson's equipment and laboratories are regarded among the finest outside of Hollywood and New York. He has made industrial films for national release, one of his recent assignments being a film on the oil industry from its beginnings in Pennsylvania to the current developments in Texas. Most of his work is of a "free lance" nature but it mounts into impressive volume in the course of a year.

Tad Screen Advertising, Inc., 4310 Bryan street, is the newest of the Dallas producers. Tad is a coined firm name, using the initials of W. H. Turpie, vice-president; I. A. Anderson, secretary; and Ray A. Duncan, president. Each of these officers and several members of the staff were connected with a Colorado producer before they organized Tad ten months ago.

Within less than a year Tad has secured agreements with 1,087 theaters in 19 states, and Tad's officers talk confidently of attaining a \$2,000,000 annual volume within three years. The firm employs 60 persons in its general offices, studio and laboratories, and has 40 salesmen traveling over all of the Western states. Tad plans nation-wide distribution of its syndicated screen advertisements.

Tad's agreements, some of which are not exclusive contracts, lease the screens of such theaters as the Griffith Amusement Co., of Oklahoma City (exclusive agreement; 140 theaters in Texas, Oklahoma and New Mexico); the Jefferson Amusement Co. of Beaumont (exclusive, 54 theaters); Mart Cole's Theaters, with headquarters in Rosenberg, Texas; and the

(Continued on Page 32)



This crew—camera and sound men and director—are on location to make a special assignment film. Crews have journeyed from one end of North America to the other filling the firm's assignments.

have his film run weekly, semi-weekly, or on varied schedules.

The Jameison Film Company was the pioneer producer in Dallas. The company's laboratories and studio are located at 2212 Live Oak street, and the staff includes five regular employees. Jamieson has specialized in assignment films, in newsreel shots, and in specially prepared advertisements. It does not maintain a syndicated library, although this service is contemplated. News shots by Jamieson have appeared in the release of such newsreel companies as Pathe, Paramount, Kinograms, Universal, International and Screen Telegram. Highly prized by Mr. Jamieson are letters of praise for his contributions to screen news, letters written

Equipment for Every Game and Every Sport

Toys for the Children, Bicycles, Skates, Air Guns for the Boy.

Athletic Goods for the Athlete.

Guns, Golf, Fishing Tackle, Kodaks, Movie Cameras for the Men.

The Ladies—If they enjoy any kind of Sport, we can equip them

CULLUM & BOREN CO.

1509-11 Elm Street

- for EYE COMFORT

—use more
"BETTER SIGHT"
LAMPS

Pick up your telephone and dial 2-9321! Ask for a Lighting Adviser and have your illumination checked by the marvelously accurate sight meter—without cost or obligation.

**DALLAS POWER &
LIGHT COMPANY**

AMERICAN BEAUTY

Catalogue Covers—Wire-O Binding

Ask us or your printer to assist you in making your sales literature more effective.

American Beauty Cover Co.

2000-S Orange St. 7-5179 Dallas

U. S. Chamber Official On Speaking Tour



ROGER MILLER

Roger Miller, Southwestern district manager of the Chamber of Commerce of the United States, has accepted a number of invitations to address Chamber of Commerce meetings and various civic organizations during October and November. Known as a forceful and challenging speaker, Mr. Miller has been in greater demand than usual this fall. His itinerary will take him into all of the eight states of the Southwestern division, Texas, New Mexico, Colorado, Oklahoma, Kansas, Missouri, Arkansas and Louisiana.

Woman Heads New Wholesale Plumbing Firm

The General Plumbing Supply Co., Inc., 1729 Cadiz St. at St. Paul, is the



wholesale dealer for the complete line of Briggs Beautyware plumbing supplies and fixtures. The line is produced by the Briggs Manufacturing Co. of Detroit.

Mrs. Lucyle Hanson is president of the wholesale company. She has been in the wholesale business in Dallas for 15 years, and for several years was connected with another Dallas plumbing concern. General Plumbing Supply Co. specializes in assisting builders in the design and color of bathrooms and kitchens. It maintains large and attractive show rooms with complete displays of the Briggs Beautyware lines.

B. H. MAJORS

REALTOR

Phone 2-7532 : Dallas, Texas
Suite 1508 First National Bank Building

Specializing in
Sales and Leases of Suburban Business Properties

Z. L. MAJORS, Associated



**700 ROOMS
BATHS**

...The absolute
BEST in hotel
service ...

MURAL ROOM | COFFEE SHOP
"CAVE" TERIA

Dine and Dance in the smart
MURAL Room, to the music
of nationally famous
orchestras

**BAKER
HOTEL
DALLAS**



DALLAS DOMINATES THE SOUTHWEST

In the Southwest it's Dallas

Dallas and the Southwest have such interwoven interests that the city and the territory are almost synonymous. Dallas' prosperity is rooted in the farms, the mines, the oil fields and the forests of the Southwest. The Southwest looks to Dallas for leadership, for development, for the services which a market should render to its territory.

The relationship of Dallas to the Southwest is not one of exploitation, but of sound, constructive leadership. Broad vision has always characterized Dallas' role in the growth of the Southwest; selfish gains of the day have been sacrificed for the more

permanent, sounder benefits of tomorrow.

Dallas' financial institutions and Dallas capitalists have played a major part in development of the Southwest's natural resources. They do not want to drain the Southwest, but to build it.

The merchants of Dallas do not seek trade at the expense of smaller town merchants. The wholesalers and distributors of Dallas are constantly increasing their services in order that the merchants of the Southwest may obtain their merchandise easier and quicker and make a larger profit on it. The banks of Dallas are interested in permanent prosperity for the Southwest rather than in immediate, excessive profits.

Dallas never loses count on the pulse beats of the Southwest. The presidents, general managers, sales managers of Dallas commerce and industry leave their desks to go on the annual Dallas Business Tours, and these yearly events are only one of many ways in which Dallas keeps in close contact with the territory it serves.

Through the trade extension department of the Chamber of Commerce, Dallas provides a real and appreciated service for Southwestern merchants.

In the heart of one of the greatest economic regions in the world, Dallas fully realizes that her future is the Southwest's future.

In Dallas is no
to Santa or O
Little Rock or N
Houston, Corpus
Antonio, but if
the Southwest is
on other cities,
here, the magni
territory which D
and from which
prosperity, i
express

In the Southwest it's Dallas

Five states and nearly 14,000,000 people—the Gulf Southwest—look to Dallas as their market, their educational and medical center, their amusement center, their financial capital.

The magnitude of the Southwest in both area and wealth is staggering. Superimpose the map of the Southwest on the tier of eighteen states which stretches from the Middle West to the Atlantic Ocean. Kansas City to New York, Detroit to Atlanta, Chicago to Baltimore, Des Moines to Charleston—such distances fit easily into the boundaries of the Southwest. All of Illinois, Indiana, Ohio, West Virginia, Maryland, Virginia and Kentucky can be placed within the borders of the Southwest with area left for parts of Iowa, Missouri, Tennessee, Georgia, South Carolina, North Carolina, Delaware, New Jersey, New York, Connecticut and Michigan.

Such is the vast area in which Dallas is the hub of commerce, finance, cultural activities and entertainment. In all this imperial region, Dallas is the one

complete market, the one cosmopolitan city,—the heart of the Southwest.

Oil, cotton, cattle, grain, citrus, sheep, turkeys, swine, forests, mines, orchards, truck gardens, rivers, lakes and sea coast are sources of wealth in the Southwest. The Southwest's greatness lies not only in size but also in diversity of resources. Many of the Southwest's resources are still latent, awaiting the manpower and the money necessary for full development. There is still room for growth, there are still frontiers for enterprise in industry and in development of natural resources in the Southwest.

Dallas has a "stake" in almost every source of the Southwest's diversified prosperity. There are a thousand links, financial and individual, between Dallas and the farms, ranches, forests, mines and oil fields of the Southwest. This relationship is reflected in Dallas' highly diversified economic structure. Dallas is not dependent on any one source of wealth, but rather upon the prosperity of the Southwest as a whole. This diversity of interests gives Dallas a cushion against depression and a springboard in times of prosperity.

BELIEVERS IN DALLAS

AMERICAN PAPER STOCK CO.
BAYLOR UNIVERSITY AND HOSPITAL
BUTLER BROTHERS
DALLAS RAILWAY & TERMINAL CO.
EMPLOYERS CASUALTY CO.
FIDELITY UNION LIFE INSURANCE CO.
FLEMING & SONS PAPER MILLS
GULF INSURANCE CO.
GULF STATES LIFE INSURANCE CO.
HOTEL WHITMORE
JEFFERSON HOTEL
LIBERTY STATE BANK
REPUBLIC NATIONAL BANK
SCHARBAUER'S DIXIE COTTON CHOPPER
THE SCHOELLKOPF CO.
SOUTHLAND LIFE INSURANCE CO.
SOUTHWESTERN LIFE INSURANCE CO.
THE TEXACONE COMPANY
W. J. BOWEN
NATHAN SCHWARTZ



In Dallas is no great distance to Santa Fe or Oklahoma City, Little Rock or New Orleans, Houston, Corpus Christi, San Antonio. If the outline of the Southwest is superimposed on other maps, as it is shown here, the magnitude of the territory which Dallas serves and from which it draws its prosperity is indeed impressive.

Texas alone has sufficient land, after deducting the combined area of all lakes, rivers, railroads, highways and town lots, to supply every man, woman and child in the United States with one acre each. Area: 265,896 square miles.



Manufacturers of TraCo Curb Service
Specialties

TRAY SERVICE COMPANY

Ash Lane and Third Avenue DALLAS 4-4843



Manufacturers of
16 Delicious Food Products

DENTLER MAID FOOD PRODUCTS CO.

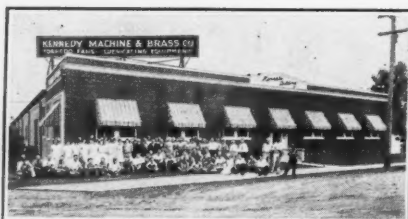
2403 SOUTH ERVAY PHONE 4-2013 DALLAS



Waxed Paper, Folding Paper Boxes,
Setup Paper Boxes

POLLOCK PAPER & BOX CO.

2236 SOUTH LAMAR PHONE 4-4161 DALLAS



Machine Shop Work, Tool and Die Work, Aluminum,
Brass and Iron Foundry, Polishing and Plating.

**KENNEDY
MACHINE & BRASS CO.**

3104 OAK LANE PHONE 4-6614 DALLAS



LaFrance Flour and Meal, Bran, Gray Shorts
Hominy Feed, Drinkwater Flour for Bakers.

MORTEN MILLING CO.

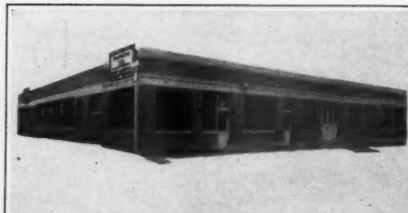
916 CADIZ - PHONE 7-3251 - DALLAS



Manufacturers of Paints and Varnishes
AMERICAN PAINT & SUPPLY CO.

P. O. BOX 2818
2850 N. HASKELL

PHONE 8-4168
DALLAS, TEXAS



Established 1922
Manufacturers of Display Fixtures and Chromium Furniture

STANDARD FIXTURE, Inc.

Sales Room: 1006 Commerce St. Factory: 913-17 Powhattan
PHONE 2-5703 DALLAS

of O P P O R T U N I T Y

Dallas has a cushion against depressions and a springboard in times of prosperity.

The Federal Reserve Bank of the Eleventh District is in Dallas. Two of Dallas' banks rank among the 100 largest in the Nation and are first and second largest in the Southwest. Dallas annually exceeds any other Southwestern city in bank deposits, resources, clearings and debits. The city ranks among the first four insurance centers of America. With its great supply of sympathetic capital, Dallas has greatly aided the

development of the Southwest, and in turn has shared heavily in the Southwest's increasing prosperity.

The 1935 Census of Distribution showed Dallas leading all other Southwestern cities in both retail and wholesale business. Dallas is a complete wholesale market. It is recognized as an important fashion center.

The Dallas Manufacturers' Directory lists 962 factories, 525 of which do an interstate business and 77 of which have national or international



C. D. AGEE
Founder and President

Twenty-five Years

Continuous, dependable service in Dallas. August is our anniversary month. Twenty-five years ago this business was opened in Dallas in a one-story building 30 x 40 feet. Now our two-story buildings cover more than half of the large triangular block, surrounded by South Peak Street, Parry Ave. and Fletcher Street.

Venetian blinds—door and window screens and cabinet doors are manufactured and distributed from this plant.

ACME SCREEN CO., Inc.

P. O. Drawer 1737, DALLAS, TEXAS

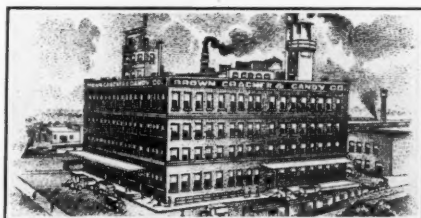
3-2177



Manufacturers: ELECTROTYPES • NICKELTYPES • STEREOTYPES • MATS • FOR ALL PRINTING AND ADVERTISING PURPOSES.

Sam Ross McElreath

1408 Marilla
Dallas 7-8782



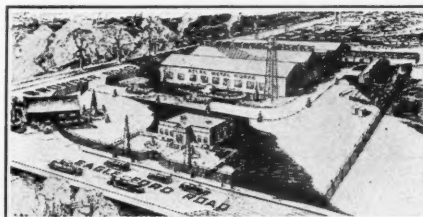
Saltine Soda Cracker, Candy and Bakery Products

Brown Cracker & Candy Co.

603 MUNGER

PHONE 7-8222

DALLAS



Atlas KEYSTONE Culvert
Corrugated Tanks—Dr. Pepper Coolers
.. Other Metal Goods ..

ATLAS METAL WORKS

P. O. BOX 5532

PHONE 2-5354

DALLAS



Dallas Museum of Natural History

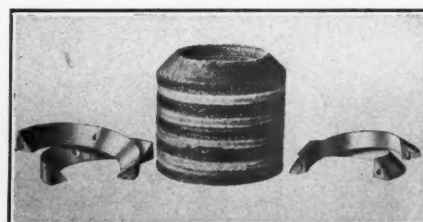
Cream, Shell and Gray Texas Limestone

TEXAS CUT STONE CO.

5219 MAPLE AVE.

PHONE 5-1773

DALLAS



Manufacturers of Accordion Packing Ring
High Pressure Packing and Specialties

THE TEXACONE COMPANY

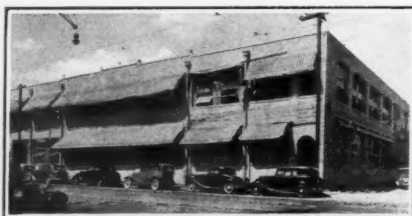
Incorporated in Texas
DALLAS, TEXAS

distribution of their products. Principal groups in Dallas industry are: printers and publishers, 184; food products, 146; apparel (of every type, for men, women and children), 105; chemicals, 96; iron, steel and metal products, 65; furniture and home furnishings, 52; machinery and equipment, 48; textiles (other than clothing), 35; wood products (other than furniture), 30; building materials, 29; automotive, 22.

Dallas' phenomenal growth has come primarily from its advantages as a distribution point, and that very fact has stimulated further development of distribution facilities. Nine

main-line railroads and two electric interurban lines link Dallas with principal cities of America. Eleven state and nine federal highways—more federal highways than serve any other city west of the Mississippi—give Dallas excellent motor freight and bus line systems and make it a tourist center. It is the principal distribution point for traffic on the new Pan American Highway to Mexico City.

Three airlines place Dallas within twelve hours of almost every major city in the country. Love Field, municipal airport five miles from the central business district, holds a high government

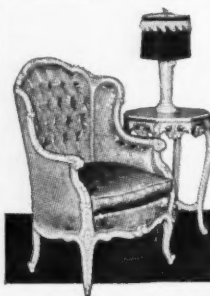


Manufacturers of MARCY LEE STYLE FROCKS
for Ladies and Misses

Marcy Lee Manufacturing Co.

2212 South Lamar Street DALLAS Phone 4-5101

KELLER'S UPHOLSTERING SHOP



Manufacturers of
Custom Built Furniture

Repairing and Refinishing
of the Better Grade

"Our Price Is Right"

DIAL
5-0126

5035 LEMMON



Manufacturers of
CABINET AND MILL WORK

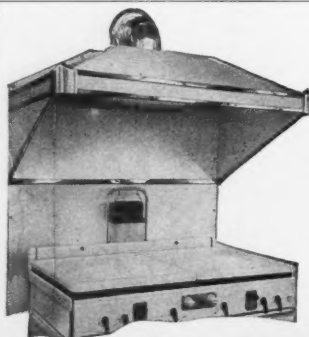
SMITH CABINET SHOP

Love Field—Dallas

5-5936



MANUFACTURERS OF NEON SIGNS
OUTDOOR ELECTRIC ADV., Inc.
229 CEDAR SPRINGS 7-8575 DALLAS



Manufacturers of
Vent-A-Hood
for
Positive Kitchen
Ventilation

Dallas Engineering Co.
1115 Hall DALLAS 8-2948



Visit our beautiful SHOW ROOMS and see the
NEW BRIGGS BEAUTYWARE

General Plumbing Supply Co., Inc.
WHOLESALE

1729 CADIZ

7-8549

rating. Dallas originates more air mail, air express and air passenger business than any other three cities of the Southwest. Another municipal airport, Hensley Field, is under lease to the War Department. At the cross roads of military airplanes, it services more visiting army craft than any other field in the country.

More than 3,000 foreign corporations have Dallas branch offices to serve the Southwest. A good index to Dallas' dominance as a distribution center is the fact that Dallas postal receipts regularly exceed the combined totals of any other two Texas cities.

DALLAS BUSINESS

(Continued from Page 11)

Tura's Studios, 4110 Oak Lawn Avenue. Decorators.

John Vriesenga & Co., 206 Reilly Building. Cotton.

Zumwalt & Darrah, 204 Thomas Building. Engineers.

Expansions:

Adleta Show Case & Fixture Mfg. Co., 1900 Cedar Springs; two-story addition to plant and installation of new equipment.

Dwight Edwards Company, started construction of new coffee roasting plant at 4945 Beeman Street, costing approximately \$50,000.

Manufacturers
of All Kinds
**VENETIAN
BLINDS**


•
Low
Factory
Prices
•



ANCHOR AWNING COMPANY
3921 Gaston Avenue Phone 8-4114

ALL KEYS DUPLICATED

LOCKS
REPAIRED
•
SAFES
OPENED
•
Quick
Service



SAFES
FOR
SALE
•
Expert
Service


SLACK LOCK & SAFE COMPANY
1604 COMMERCE 2-4200



Manufacturers of
Brooms and Dusters

"QUALITY BUILT IN IS WHY THEY LAST"

SPIKES BROS. BROOM FACTORY
DALWORTH PARK, TEXAS



Manufacturers of
REFINOIL

Refinery and Station Oak Cliff Station
1800 N. Harwood, 2-1896 313 N. Beckley, 6-0466
DALLAS



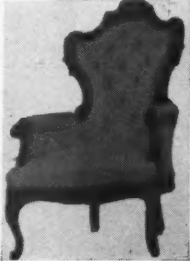
Gaylord Boxes

CORRUGATED AND SOLID
FIBRE BOXES

**Texas Corrugated Box
Company, Inc.**
Factory St. - Phone 5-4105 - Dallas

**UPHOLSTERING
FINISHING
REPAIRS**

•
MODERN OR
ANTIQUE
"We Build the Comfort In"
17 YEARS IN DALLAS



L. L. PARKER
2717 Swiss Avenue 3-4376

WRIGHT TITUS CO.

AUTOMOBILE FINANCING...LOANS...INSURANCE

"The Boss Is Always In!"

2014 Bryan St., Dallas, Tex.

7-2273

BUSINESS EARNINGS INSURANCE

U. & O. insurance replaces business earnings otherwise lost because of shutdown following fire, or other hazard insured against

Ask Our Agent in Your Town

REPUBLIC INSURANCE COMPANY

FIRE

DALLAS, TEXAS

ALLIED LINES



Reference: ANY DALLAS BANK

BONDED
FIREPROOF
WAREHOUSE.
MERCHANDISE,
STORAGE,
DRAYAGE,
DISTRIBUTION.

*Household Goods Moved, Stored,
Packed and Shipped*

AMERICAN TRANSFER & STORAGE CO.

K. K. Meisenbach, President

2312-20 Griffin Street

Jack Orr, Secretary-Treasurer

Envelopes

Plain or Printed

MANUFACTURED SINCE 1906

Baronials, Banker's Flap, Catalog, Cloth-lined, Coined Clasps, Duplex, Drug, Safety Hold, Penny Savers, Postage Savers, Sift Proof, Policy, Theatre Ticket, Tin End, Wallet Flaps, Waterproof, Window Savers.

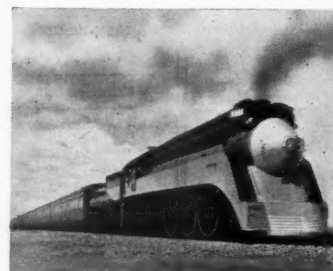
"If It Is An Envelope . . . Hesse Makes It"

HESSE ENVELOPE CO. —Dallas—2-3292

Twin Streamliners Begin Dallas-Houston Service

The importance of Dallas as a commercial and industrial center was given further emphasis recently when the Southern Pacific placed two eight-car, high speed, streamlined passenger trains in service on its route from Houston and Dallas. These trains began regular late afternoon service over the Dallas-Houston main line on September 19.

The two new streamlined trains, which took over the name of the "Sunbeam," are said to be the largest streamlined trains now operating in the southern states. Each train consists of a baggage car, chair car, four additional chair cars



in articulated pairs, a parlor car and diner-observation.

The superstructure of the passenger equipment is constructed of Corton steel, regarded as the most durable metal now in existence and having a tensile strength several times greater than carbon steel. The interior and exterior of the cars are constructed largely of aluminum, which reduces the weight of the eight-car train by more than thirty-three percent as compared with similar sized equipment built of conventional materials.

A novel feature of the new Southern Pacific twin streamliners is the interior arrangement and color scheme, each car being of a separate color and decorative arrangement. With the indirect lighting arrangement employed this gives the train a most novel and pleasing appearance. Nine distinct colors are employed in the upholstery, which covers seats set in heavy sponge rubber.

Of particular importance in the construction of the new streamlined trains is the fact that the two streamlined locomotives which furnish them power were built in the Southern Pacific shops at Houston. These giant locomotives, each more than 91 feet in length are the latest word in streamlined power and were constructed literally from the ground up in the Southern Pacific's own shops. They are the first streamlined engines ever built in the South and are said to be among the largest of their kind now in use in fast passenger service. They are given speed by their extra-large 77-inch driving wheels, the largest ever employed on a passenger locomotive in the Southwest.

« « « EDITORIAL » » »

Selling Dallas To Dallas

It has been three years now since anything has happened to draw Dallas together, to stir civic pride, to excite the imaginations and to stimulate the civic-mindedness of Dallasites. The awarding of the Texas Centennial Exposition to Dallas did all those things. In the three years that have elapsed since that award, Dallas has gradually slid back into a static civic outlook.

This is not true of every Dallasite, of course. There are many who are never content to fall into a civic lethargy. But the community as a whole has lagged in civic-consciousness.

The great achievements of Dallas' past are more than matched by the opportunities of the present and future. Intelligent civic pride and self-consciousness are essential to meeting those opportunities. For want of a better phrase, Dallas awaits a re-awakening of the "Dallas spirit".

It is with these purposes in mind that Southwest Business has begun the publication of a series of civic advertisements, planned to sell Dallas on Dallas, to give fresh expression to the "Dallas spirit".

New World Solidarity

With Europe and Asia giving the world a bad case of war jitters, the solidarity of the New World becomes all the more impressive. That solidarity, inter-American peace and friendship, has been given practical expression this year in the Pan American Exposition. With the exposition nearing its close, it becomes highly important that the contacts which it has developed with Latin America be maintained.

Dallas and the Southwest in particular stand to benefit from the maintenance and encouragement of good relations between the United States and the Latin American countries. The exposition has awakened Latin America to the wealth and resources of the interior of the United States, while heretofore Latin America has had little knowledge of North America beyond the coast cities.

If any permanent benefits are to be derived from the exposition, it is necessary for Dallas and the Southwest to take definite action looking toward closer trade and cultural connections with the countries south of the Rio Grande.

Important Visitors

Dallas this month will be host to four important conventions, those of the International Association of Ice Cream Manufacturers, the International Association of Milk Dealers, the National Association of Insurance Agents and the Grain and Feed Dealers National Association.

Dallas welcomes the 7,500 persons who will come here for these conventions, hoping that they will get a true picture of Dallas and the Southwest.

A Permanent Labor Policy

Long before the Wagner Labor Law was passed, in fact nineteen years ago, at a meeting sponsored by the Dallas Chamber of Commerce, the citizenship of Dallas adopted a forward-looking and permanent labor policy. It organized the Dallas Open Shop Association to function under the following statement of policy:

"The purpose of the Dallas Open Shop Association shall be to promote and safeguard the interest of our citizenship, including the employers and employees, and their families, by insuring, through the principles of the Open Shop and by other means, equal opportunity to all and to prevent all unjust discrimination—whether against employees, employers or the general public. We recognize the right of employers and employees to bargain with each other, either as groups or as individuals, as may be mutually satisfactory. We believe that every man and woman should be free, either to unionize or not unionize, as he or she pleases. Neither membership nor non-membership in any organization should affect employment or wage scales. The Open Shop opposes sympathetic strikes and lockouts, and believes them to be contrary to the vital principles of free institutions."

It will be observed that at that time every fundamental principle concerning the rights of employees to affiliate, or not affiliate, with labor organizations and their right to collective bargaining were stated as fundamental principles of the Open Shop. After nineteen years of labor experience, this statement of principles meets every requirement of law and every requirement of reasonable employer-employee relationship.

Since this Open Shop policy was established in Dallas, the Chamber of Commerce has, on several different occasions re-affirmed its belief in the soundness of this policy and pledged its continuing support to the Dallas Open Shop Association in the maintenance of this policy in Dallas.

During this period when the whole nation is facing labor troubles of every kind and character, satisfactory relations between the employer and the employee will most likely be maintained by recognizing the fundamental rights of each and not by attempting to force or coerce either. Either the employer or the employee has a right to choose his own organization affiliations. The Open Shop policy recognizes this right. Nation-wide experience proves the application of this principle in the long run is most conducive to satisfactory employer-employee relationship.



Hotel OKLAHOMA BILTMORE OKLAHOMA CITY

Leads the
Endless Parade
of ADDITIONS
to the growing list of
Affiliated
NATIONAL HOTELS

ALABAMA	
THOMAS JEFFERSON.....	Birmingham
LOUISIANA	
JUNG HOTEL.....	New Orleans
HOTEL DESOTO.....	New Orleans
MISSISSIPPI	
HOTEL RIVIERA.....	Biloxi
NEW MEXICO	
HOTEL CLOVIS.....	Clovis
OKLAHOMA	
OKLAHOMA BILTMORE.....	Oklahoma City
HOTEL HUBER.....	Muskogee
HOTEL BELMONT.....	Okmulgee
HOTEL SAPULPA.....	Sapulpa
HOTEL ALDRIDGE.....	Wewoka
TEXAS	
STEPHEN F. AUSTIN.....	Austin
HOTEL SETTLES.....	Big Spring
HOTEL BROWNWOOD.....	Brownwood
HOTEL SOUTHERN.....	Brownwood
HOTEL LAGUNA.....	Cisco
HOTEL CLIFF TOWERS.....	Dallas
HOTEL DONNA.....	Donna
HOTEL CORTEZ.....	El Paso
HOTEL TEXAS.....	Fort Worth
HOTEL BUCCANEER.....	Galveston
HOTEL JEAN LAFITTE.....	Galveston
CORONADO COURTS.....	Galveston
MIRAMAR COURT.....	Galveston
HOTEL CAVALIER.....	Galveston
HOTEL LUBBOCK.....	Lubbock
HOTEL FALLS.....	Marlin
HOTEL GHOLSON.....	Ranger
HOTEL CACTUS.....	San Angelo
ANGELES COURT.....	San Antonio
VIRGINIA	
HOTEL MOUNTAIN LAKE.....	Mt. Lake



OIL MONTH

(Continued from Page 7)

focused on the sudden and widespread "play" in the Southern Illinois basin, which covers a score of counties and has caused an influx of oil men from all of the other state, to take part in this revival of one of the oldest oil producing sections of the country.

Last January, there were only a few minor operations in this Illinois area. Today it has a production under way close to 20,000 barrels daily, with more than 150 rigs running and what those who have been there, either as observers or participants, describe as one of the wildest leasing scrambles that has occurred since the boom days of such early fields as Borger and Mexia.

Already there is talk of an effort to have the Illinois legislature pass a conservation law and set up a proration system, but operators from other states, who have grown tired of short ration allowances, are none too enthusiastic over the prospect, although they are well aware that scientifically regulated production means a greater recovery and more money ultimately for all concerned.

Humble's Rich Find

Texas, too, has had its share of interesting discoveries in recent weeks, most notable of which was the Humble's Friendswood strike in Harris County. This pool, which has been twice extended since its discovery, looks to be one of the richest finds along the Gulf coast in years. In addition, Maco Stewart brought in a deep test on his fee land at Hitchcock, Galveston County, after a previous try by Shell had failed.

In East Texas, two recent strikes, one in Newton and the other in Tyler counties, have been vying with each other for the active interest of operators and lease-men. Both are conceded to be of the first importance. Republic Production-Houston Oil, as joint operators in both instances, are the lucky discoverers.

The Gaines County area in West Texas saw its share of excitement while Dawson County was also brought into the spotlight as the result of a successful wild-cat, owned by E. L. Wilson, which made a good show on a test at 4,933 feet, after being plugged back from 4,965. As a result of the Gaines discovery, plans for the construction of pipe lines into the district have been announced by Humble and Continental, with the Texas-New Mexico almost certain to follow their lead.

Oklahoma Hopes Fail

Recent explorations in Oklahoma have been somewhat disappointing. Hopes for what looked as though it

Dallas Laundry and Cleaning Plant Celebrates 36th Birthday

The big cleaning and dyeing plant of Mr. Fred Brannon, Ideal Laundry and Cleaning Company, at 3214 Ross Avenue is celebrating its 36th year in business in Dallas this month. This plant has



FRED BRANNON

grown until it now covers 30,000 square feet of floor space and employs more than one hundred people. Many of these employees have been with the firm since its establishment here. Branch stations and delivery service cover all parts of the city on both sides of the river. The world-wide famous ZORIC system of cleaning is used and all laundry is washed in artesian water. In charge of the main office is W. W. Rankin.

COMPLETE SIGN SERVICE

Sho Cards • Commercial Decorating • Store Fronts • Displays • Silk Process • Truck Lettering • Gold Leaf • Bulletins • Pictorials

NEON

SCHELL SIGN STUDIOS

132 N. Marsalis

Res. Phone 6-1162



H. R. PETERS
President

THE
SUPERIOR

PHOTO-ENGRAVERS

NO MATTER

What your ENGRAVING problems may be—my extensive experience as a practical Photo-Engraver is at your service.

IT PAYS YOU

CALL ME— 2-2374

might be a new deep pool in Stephens County, in the Doyle field, as a result of a wildcat show there, were considerably dashed as a result of an offset well's having showing for a dry hole.

In both the Grant County field and the Seminole pool a new Wilcox producing horizon was reported found which has aroused new hopes of production in those areas.

Most promising test of the last few weeks in Louisiana is Continental's wildcat near Ville Platte, Evangeline parish, which flowed oil after swabbing, making the 55th field for the Louisiana coast.

Oil World Exposition

Oilmen throughout the United States are looking forward to the Oil World Exposition to be held in Houston's new \$1,750,000 convention and exposition building the week of October 11-16 and making plans to attend what promises to be one of the most elaborate and up-to-date affairs of its kind ever staged.

The Independent Petroleum Association of America will hold its annual convention in Houston in conjunction with the exposition October 11-16. Association officials announce that they expect a record attendance and have planned an unusually interesting convention program.

In addition, or should we say conclusion, Colonel Ernest O. Thompson, chairman of the Interstate Compact Commission and member of the Texas Railroad Commission, has called the quarterly meeting of the former body in Houston October 14-15.

Many of the visitors, Dallas feels sure, will want to stop by on their way going or coming to take in its own Pan American Exposition, which is just inaugurating its fall season, after a highly successful one during the summer.

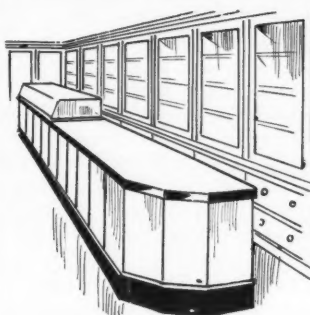
BEAUMONT PROSPERS

(Continued from Page 8)

demands, the Port Commission of Beaumont showed its determination to keep the port open for expansion by its recent purchase of additional acreage on the waterfront. The total acreage owned by the port is now 425,066. The lineal feet of water frontage is 16,683. The port is now charted on a long range course of expansion both in orthodox facilities and the enticement of industrial development at one of the most strategic points of the Southwest.

Building permits in Texas during August were sharply above those during July and slightly above those in August a year ago, according to data gathered by the University of Texas Bureau of Business Research.

Reports from 33 Texas cities show aggregate permits of \$4,665,304 during August.



1900 CEDAR SPRINGS

ADLETA OFFERS YOU
a line of Store Fixtures designed and built
to sell more merchandise PROFITABLY.
Our designing facilities are at your disposal
... No obligation ... Call us today ...
Phone 2-4144.

ADLETA SHOW CASE
AND FIXTURE MFG. CO.
DALLAS, TEXAS

Men and Money

The human equation is just as important in a financial institution as it is in any other enterprise. As active heads of large businesses, our directors have a diversified and well informed background for our bank's activities and for the benefit of our customers.

Directorate of the Mercantile National Bank

HENRY I. BROMBERY, Atty.
Bromberg, Leftwich, Carrington & Gowan

JACK P. BURRUS
President, Tex-O-Kan Flour Mills Co.
Director, M. K. & T. Railway Co. of Texas

JNO. W. CARPENTER
President, Texas Power & Light Co.
President, Dallas Railway & Terminal
Company
Chairman of the Board
Gulf States Security Life Ins. Co.

J. T. COULSON
Vice President, S. W. Drug Corp.
Manager, Dallas Division

LOUIS L. DENT
Investments
NEWTON G. FLIPPEN
Investments

JNO. G. GARNER
President, Garner-Alvis Co.

FRED E. JOHNSTON
President, Johnston Ptg. & Adv. Co.

WILLIAM MORRISS
President, Morriss Buick Co.

JULIUS SCHEPPS
Schepps & Sablosky, Insurance

RAE E. SKILLERN
President, Skillern & Sons, Inc.

BEN H. STEPHENS
Chairman of the Board

R. L. THORNTON
President

MILTON BROWN
Vice President

KARL L. WHITE
Investments

DAN D. ROGERS
Vice President

HENRY P. WILLARD
President, Willard Hat Co.

BEN F. READ
Vice President

WALTER B. WILLIAMS
Director, Higginbotham-Bailey-
Logan Company

MERCANTILE NATIONAL BANK

AT DALLAS • In the Magnolia Building

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Planned Futures...

There is no future without a plan. Is there a tomorrow? Only when there is a plan to link each day with the one that follows.

There are two kinds of Underwriters who have no future — those who have action without a plan and those who are capable of planning but have no action.

If you can supply the action, we can supply a Success Plan for General Agency building which has never failed when followed with determination. Address inquiries to O. R. McAtee, Director of Agencies.

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

"Registered Policy Protection"

THEO. P. BEASLEY
President and General Manager
Home Office — DALLAS, TEXAS

BONDED AND INSURED

Maple Ave. Transfer Co.

5331 Maple Avenue
Phone 5-0338

12 approved trucks and vans to serve you. Household, oil field and livestock transportation.



DALLAS TRANSFER and Terminal Warehouse Co.

(Established 1875)

E. D. Balcom Gus K. Weathered
2nd Unit Santa Fe Building

Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing
Agents for:

H. & N. T. Motor Freight Line
Lone Star Package Car Co.
Allied Van Lines, Inc.
Phone 2-7111

FEDERAL BUILDING

(Continued from Page 13)

Department, the Bureau of Foreign and Domestic Commerce.

This bureau is so important that it is called the switchboard of American business. On the one hand, it reaches out in a constant study of the field of production. On the other, it keeps up a diligent search for markets where the production may be sold. A task of this magnitude cannot be accomplished as simply as it can be stated. To be able to render this service to American business it is necessary for the Bureau to be the country's Number One fact-finding agency, in all matters related to the business and economic life of the Nation.

Dallas Aids in Work

The business man should study the facilities of this Bureau. It maintains 24 district offices in the United States, and through them has connections with 54 other cities. The district offices are the feelers of the wires, which reach out from the central switchboard into the realm of production. All available information on the business and economic life of the country is sifted through these offices and forwarded to Washington, where expert economists and analysts fit them into the whole picture of industrial America.

Dallas contributes significantly to the work of this Bureau. In Dallas is located the district office of the Bureau for the northern half of Texas and all of Oklahoma. It is maintained at 1101 Commerce Street. Harold M. Young is district manager.

This office makes available to business interests of its territory trade information originating from foreign countries and from research activities carried on in Washington, as well as information about specific sections of the United States, including this district. But in the Federal building now, the business man may get an idea of the whole national and international picture of American business.

In foreign countries the Bureau maintains 32 offices where information is being sought constantly relative to marketing conditions throughout the world. This information is sent back to Washington and there fitted into the economic picture which is being continuously constructed by the staff of business experts. This mass of information is designed not only to keep the American business man informed on current economic developments throughout the world, but also to keep the government informed on them. It is the purpose of the Bureau to supply basic figures for long-range planning on the part of individuals and public agencies, and to encourage and stimulate the



To Win Women

The quickest way to win women over to your product is to picture to them what you have to sell. Win them with illustrated advertising. It receives more attention than does advertising without a picture.

Wash drawings, line drawings, full color drawings. All lines of commercial art.

HUGH CARGO

Top o' the Allen Building
DALLAS, TEXAS



WATER PROBLEM SOLVED



Aerated and
Triple Distilled
Water

Electrozone . .
Made from
Pure Artesian
Water

Now offering quick service to all parts of Dallas . . . Pure, Healthful, Sanitary.
(Selected as official drinking water by Pan American Exposition in Dallas.)

MAX AHLFINGER

DALLAS DISTILLED WATER COMPANY
Phones 7-2070, 4-4242 2513 Dawson St.

sound development of industry and commerce.

The Bureau can gather and compile data. But it cannot always anticipate individual business problems. It can help more than any other governmental agency in solving economic problems, however. To that end it would broadcast an appeal to the business men of the Nation to use the facilities of the Bureau as freely and frequently as they may desire.

Aeronautics Work

The Department of Commerce maintains another very important branch of its service in Dallas, divisional office of its Bureau of Aeronautics, a branch of the Bureau of Air Commerce, which is located at Love Field. Joe T. Shumate, Jr., is manager. This branch has jurisdiction over all of Texas, Oklahoma and Arkansas, and Louisiana west of the Mississippi River. The Bureau of Air Commerce as a whole is the Federal Agency which has responsibility for promotion and regulation of air commerce. But its activities are important to every single individual who travels by air for business or pleasure, or who must depend on a plane in any kind of emergency.

You may save the life of your child, injured in an accident, or ill of some strange disease, by the cooperation of this Bureau. Murderers and hi-jackers may be chased and brought to justice by means of it. Forest fires, flood disasters, dust bowl tragedies, starvation of isolated individuals, all may be mitigated or stopped through operation of this agency.

Because of this Bureau, when you buy a ticket on a transcontinental airliner, or for a pleasure ride over your city, you may feel sure that representatives of the Bureau have satisfied themselves that the plane you ride on is airworthy and your pilot qualified to handle it. In cross-country flying you will have at your command the lights, intermediate fields, radio facilities, and weather-reporting service of the Federal Airways System.

In the bureau's section of the Federal Building you will find marvelous aerial exhibits, of many different types and character. Not only are they related to air service in the United States, but to that of the whole world. Especially interesting are the exhibits that show the close air cooperation of the United States and the countries of Latin America.

It would be futile to attempt to describe all of the exhibits in the Federal Building. It would take a book of good size to do so. It would require an article longer than this one merely to name and briefly define each one. But all of them are interesting, many are beautiful and artistic, and all are of tremendous importance to the people of the United States. Do not miss them.

LOBAKNAMEL COMES TO DALLAS . . .

Now you can have your car refinished in Genuine Baked Enamel

4,287 CARS

Have been finished with LOBAKNAMEL by the Plaza Hotel Garage, San Antonio. In three years actual use not one car has been returned on which paint failed.

Special Introductory Price \$20 to \$35

Complete Automotive Service

Specializing in Enameling and Body Work

DALLAS ENAMELING COMPANY

2650 MAIN STREET

PHONE 7-4022



*To Business Firms
of* **TEXAS**
and the Southwest

We extend the cooperation of a banking personnel whose interests are **your** interests and whose services are always at your command.

Member
Federal Deposit Insurance
Corporation

**Dallas
National Bank**
DALLAS, TEXAS

DALLAS' NEWEST HOTEL
"Close to Everything"

\$2.00 - \$2.50
SINGLE or DOUBLE

All Outside Rooms
With Tub or Tub and Shower
Fire-Proof Storage—In and Out 25c



MAYFAIR HOTEL

JACK TUCKER, *Owner-Manager*
 Ross at St. Paul

DALLAS

PORT OF BEAUMONT EXPANDS FACILITIES

Increase in shipping through Port of Beaumont has brought new improvements including ample provision for both ocean-going traffic and barge lines which reach Beaumont through the intracoastal canal.

• See our story on
 Page 8 of this is-
 sue of *Southwest*
Business.

★

THE PORT COMMISSION

BEAUMONT, TEXAS

R. T. BEHANNON

Southwestern Representative

915 Cotton Exchange 2-7917

Dallas, Texas

O. L. Caywood, *Port Director*
 Beaumont, Texas

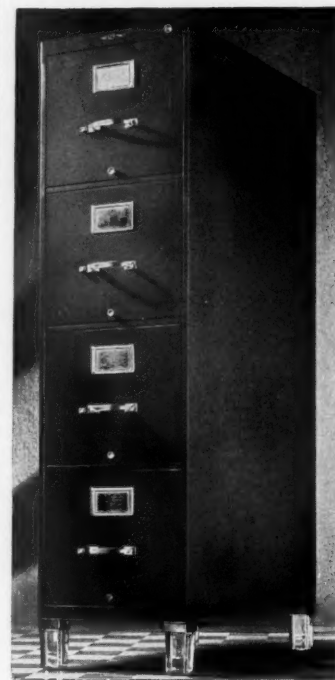
BUSINESS REVIEW

(Continued from Page 15)

of the area. The National Lead Company purchased a four-acre Dallas site for the construction of a lead smelter for reclaiming spent storage battery plates and other kinds of scrap lead, which will improve the local market for this metal. Announcement was made that plans have been filed with the City of Dallas for water and sewer line extensions to serve a proposed housing project on a 550-acre tract east of Dallas city limits. The plans filed indicate plans for construction of 2,000 medium-sized homes. The water and sewer line extensions to take care of this proposed project involve an expenditure reported at \$135,000. The extension of Field street, which cuts through down-town Dallas in the financial and business district, necessitates considerable wrecking operations which are to be followed by several important relocations of business houses affected by this street extension. It is also resulting in extensive remodeling and some new building.

Work was started on a \$45,000 addition to the Coca-Cola Bottling Company plant in Fort Worth. The Stripling Department Store in Fort Worth announced the award of \$160,000 contract for air conditioning the store. Approval was announced for a PWA grant totaling \$630,000 for the construction of three public buildings in Fort Worth. This was for the construction of a new city hall, new library, and new city-county hospital. The amount allotted is 45 percent of the total cost. Therefore, this represents provision for \$1,400,000 in new public buildings. It was also announced that an allotment of \$1,750,000 to complete the \$4,000,000 U. S. Narcotic Farm at Fort Worth was included in the third deficiency bill passed by the U. S. House of Representatives on August 16. On August 30 a contract for the construction of the third group of buildings at the farm, which had been held up pending provision of additional funds, was awarded to E. L. Martin of Dallas on his bid of \$423,300. The Ladd Furniture & Carpet Company of Fort Worth is planning to occupy in early October a building in which \$45,000 has been spent in remodeling and redecorating. Announcement was made by the Board of Texas Technological College at Lubbock, Texas, that bids are to be received by the college at Lubbock on October 16, for a library building for which an appropriation of \$275,000 has been made.

The Bureau of Business Research issued a report showing farm cash income for Texas in July as more than double that in July of last year, the sharp increase being derived principally from wheat, cattle, calves, and sheep. The same source reported electric power production in



THE "Y and E" EMPIRE FILE

IN STEP WITH THE NEW DAY... this line of Steel Files represents the greatest filing value ever to bear the label of any manufacturer.

IT IS THE PRODUCT OF MODERN DESIGN AND ENGINEERING SKILL, backed by an experience gained from years of leadership in the field of office equipment manufacture.

THIS LINE IS COMPLETE...two drawers, counterheight, four drawer and five drawer...card record and commercial bookkeeper's desk units... optional inserts for every standard size of record...varying combinations to meet YOUR requirements. LET US HELP YOU SOLVE YOUR RECORD FILING PROBLEMS...PHONE

7-8585

STEWART OFFICE SUPPLY CO.

Stewart Building

Commerce at Lane Street

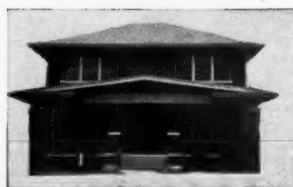
25c ASHBURN'S 25c
EXPOSITION MAP
 AND
DALLAS MAP

GEO. S. WATSON T. M. WATSON
 H. H. MEERS

4-2241

WATSON COMPANY
BUILDERS
Since 1889
 DALLAS, TEXAS

HOME OF
C. W. BILLINGS



CHIROPRACTIC
 HEALTH CENTER

Adjustments . . . Gentle and Efficient
 Free Consultation

2711 FAIRMOUNT


7-1960

Wherever
 You Go in
 Texas

ABILENE
 DALLAS
 EL PASO
 LONGVIEW
 LUBBOCK
 PLAINVIEW

Look
 For a

HILTON
HOTEL

 \$2 - \$2.50 - \$3
 Never Higher

Texas in July as increasing 17.4 percent for commercial consumption over July of last year, 24.7 percent for industrial consumption, 18 percent for residential consumption, and 18.1 percent for miscellaneous uses for the same period.

The manager of Love Field Airport reported that the August airline passenger traffic at Love Field set a new all-time record.

Postal receipts in Texas during August decreased moderately from July but were well above those of August last year, the University of Texas Bureau of Business Research has announced.

Reports from 35 representatives Texas cities show aggregate receipts of \$1,158,769, a decrease of 2.9 per cent from July but an increase of 5.1 per cent over August, 1936.

Cities in which postal receipts for August exceeded both those of the preceding month and the corresponding month last year were: Corpus Christi, Del Rio, El Paso, Fort Worth, Harlingen, Palestine, San Antonio, Tyler, Wichita Falls, and Waco.

Texas Employment and Payrolls Gain

The number of workers in Texas industry and trade during August was moderately larger than during the like month last year, and the total payroll of these workers was substantially above that of August last year, a report by the Bureau of Business Research of the University of Texas said.

"Reports from over 1,800 Texas establishments show a total of 91,282 workers, an increase of 7.9 per cent over August last year," it was stated. "Total weekly payrolls of these establishments was \$2,333,941, an increase of 23.9 per cent over the corresponding week last year."

CASINO AND COTTON BOWL

(Continued from Page 9)

was put into the show to sing one number. Throughout most of the twenty weeks he sang all of the four songs in the show, and with splendid effect.

It was another fortunate break for the revue that in the casting of novelty acts for the final four weeks it was possible to bring back the Borah Minnevitich Harmonica Rascals and Stan Kavanagh, whose comic juggling was universally popular during the early weeks of the revue. One new novelty act, Barto and Mann, the long and short of comedy and laughter, was introduced for October.

The orchestra of Anson Weeks closed September. Little Jack Little and his band came in with October to play dance music for intermissions between shows and after the show.

FULLY-PAID INVESTMENT
CERTIFICATES ISSUED
\$100 to \$5,000

Insured by Federal Savings and Loan Insurance Corporation, Washington, D.C.

CURRENT DIVIDENDS 4%

METROPOLITAN BUILDING
& LOAN ASSOCIATION
 1400 MAIN STREET

PRINTING

Every Kind . . .
 Good Service . . . Quality Work

E. J. Storm Printing Co.
 1308 MARILLA • DALLAS • PHONE 2-4804

HIGH CLASS

Embossing

Letter Heads \$5.85 Envelopes \$5.85
 All Kinds of Commercial Forms . . . Booklets

Crockett Printing Co.

517 N. Eravy

7-2479

Ancient Brewer's Art plus Modern Science

Old Union Lager Beer
Flavor Control
 4-7402

Automobile Banking Since 1911

Frankfurt Finance Corp.

439 North Harwood at Bryan
 Telephone 7-1126

Ben Frankfurt
 President

Vic Frankfurt
 Secy.-Treas.

ESTABLISHED 1870

For Factory, Industrial and Trackage
 Sites, Business Property, Acreage
 and Farms, call

TERRY BROTHERS

REAL ESTATE

Owners and Agents

Phone 2-7687

1849 Pacific Avenue

Southwestern Blue Print Co.

PHOTOSTAT PRINTS

485 S. Akard St. PHONE 2-8084 Construction Bldg.



Typewriters
 Adding Machines
 Repairs and
 Supplies

S. L. EWING CO.

1606 Commerce Street Dallas, Texas

FOR A WELL-TRAINED
STENOGRAPHER

OR

BOOKKEEPER

PHONE 7-8514

Metropolitan Business College



Invest Your Idle Funds or Savings in
First Federal Insured Shares. 4% Cur-
rent Dividends Paid Semi-Annually.

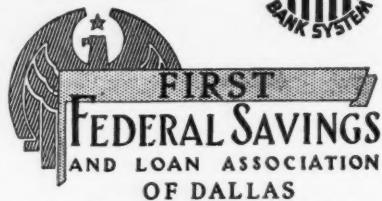
Organized 1925



DIRECTORS

J. Sid Pulliam
President
E. M. Pulliam
Vice-President
J. C. Morrow
Secretary

Solon Goode
Counselor
W. A. Thomas
G. B. Straughn
J. B. Dorr



219 North St. Paul Street 2-4689

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management

Great National Life Building

Phone 7-1666 Dallas

Alex D. Hudson

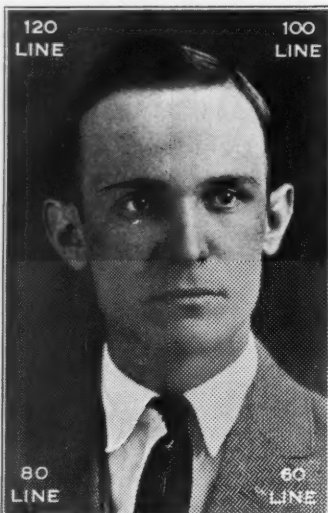
James S. Hudson



AERIAL PHOTOGRAPHY
INDUSTRIAL PHOTOGRAPHY

LLOYD M. LONG

P. O. Box 1018 Dallas, Texas Tel. 7-1966



One Column Cuts

This is a one column cut---the most popular size used --- made up to show the four most widely used screens. The 60 line and the 80 line screens are used for newspaper work, the 100 line for letterheads and magazine work, and the 120 line for printing on the finer grades of paper. In addition to these you have your choice of 55 line, 75 line, 85 line, 133 line and 150 line.

We are fully equipped to handle your printing plate needs.
Try us on your next order.

AUSTIN ENGRAVING COMPANY

117½ South Sixth Street

Waco, Texas



LINEN SUITS

Finished the Ideal Way is why more men prefer the IDEAL
No finer Service known.

Ideal Laundry & Dry Cleaning Co.

3214-24 Ross Avenue

Phone 3-2141

MOVIES FROM DALLAS

(Continued from Page 18)

Long Theaters with headquarters in Bay City, Texas.

The firm is also associated with General Screen Advertising, Inc., in Chicago, which sells and places national advertisers on the screens of more than 7,000 theaters in the United States, through Tad and six other affiliated members. General Screen Advertising handles such accounts as Chevrolet, Westinghouse, General Electric, Florsheim Shoes, Alka-Seltzer. Some of the manufacturers produce their own releases, while others rely on G.S.A. member producers to make the films. Tad's library ads have been made up in complete series for 40 different classifications of business. Each ad consists of a 35-foot film playlet and a 20-foot signature. M. W. Mears, sales promotion manager for Tad, is an experienced advertising man who formerly headed his own nationally recognized agency. He directs preparation of the screen advertisement series.

The firm's rapid growth has given Tad executives the problem of finding space for the stage, which is rapidly being crowded out by expansion of the clerical and technical staffs. The studio may be moved from Tad's building at 4310 Bryan street and housed elsewhere until the firm is better able to ascertain its permanent needs.

Also badly cramped for space is the Film Advertising Corporation at 304 South Jefferson street, which in only three years has twice outgrown its quarters.

Elmer R. Horne, president of Film Advertising Corporation, frankly admits that his enterprise was launched on a shoestring and that it has grown almost faster than he could keep up with it. He was formerly on the staff of a film advertising distributing company. In 1933 he set out to create his own business by securing screen advertising contracts.

His first agreement was with the Jefferson Amusement Co. of Beaumont. Then the Robb and Rowley Circuit of 47 theaters, with headquarters in Dallas, signed with him. Before the end of the year he had signed the Karl Hoblitzelle and R. J. O'Donnell interests, the Interstate and Texas Consolidated Theaters, (115 houses), operating in the largest cities of Texas. He purchased two second-hand desks from Mr. Hoblitzelle (who, incidentally, never billed him for them) and opened offices in the Melba Building. His guarantee of screen rentals to the theaters was simply his own word. His staff consisted of himself and a stenographer. His status was that of broker on syndicated movie advertisements produced out of state.

Today Mr. Horne's firm has agreement with more than 2,000 theaters in 11 states. It employs 53 persons in the home

Marimba Band Popular At Fair



The National Marimba Band of Guatemala, which plays concerts daily in the Pan American Palace, has been one of the most popular features of the Pan American Exposition. Member of the band are shown here in their native costumes. From left to right: Julio Loarca, Luis H. Jurado, Jose Muñoz M., Abelardo Muñoz, Ramiro Gonzales, Jose L. Penagos M., Ezequiel Penagos M. (director), Antonio Penagos M., Prospero Bran, Fidel J. Gonzales, Jr. (interpreter and representative), Ernesto Herrera, Francisco Gonzales.

office and 55 salesmen. A point of interest is the fact that only one man on the sales force is younger than Mr. Horne.

In the rapid expansion of Film Advertising Corporation, Mr. Horne bought the James P. Simpson Co., a pioneer Dallas movie producer and absorbed it in his new organization.

Film Advertising Corporation has 35 general classifications of business for which it has prepared library series of screen ads. Several of these classifications are also broken down further, so that the total is much higher. Thus, under "automobiles" there are series for dealers of each make of cars.

In addition to the library service, the firm is now making "special metropolitan" advertising productions for the larger cities; industrial and educational features; and entertainment films, such as one which it made recently on the Pan American Exposition for both entertainment and publicity purposes. It also has its cameramen on assignment to several of the newsreel companies.

Other officers of Film Advertising Corporation are Robert M. Carter, vice-president; and George J. Dorsa, treasurer.

The firm is affiliated with the Screen Broadcast Corporation, 30 Rockefeller Plaza, New York City. Screen Broadcast is composed of two producing companies, of which Film Advertising is one, and four distributing companies. Together they offer national advertisers access to the screens of some 8,400 theaters.

One of Film Advertising's models has recently received a successful start in Hollywood. She is Dorothy Howe, under contract to Paramount, and until three months ago she was switchboard operator and model for Film Advertising. She had also done Little Theater work. Miss Howe has been given a leading role in a forthcoming W. C. Fields picture. Another

For THE SEASON AHEAD

Featured in distinctive styles and shades to match autumn suits and fittings, the new Willard Buckskin Felt Hats are a headnote in comfort and durability. For fifty years Willard hats have been built upon a tradition of fine hat craftsmanship, which well-dressed men have come to know and demand.



★ ★

WILLARD HAT COMPANY

714 Commerce Street

DALLAS,

TEXAS



LIFE INSURANCE

ANNUITIES

GROUP

HENRY ELY .. of Dallas

SPECIAL AGENT

THE EQUITABLE LIFE

ASSURANCE SOCIETY OF THE U. S.

910 Tower Petroleum Building

7-9468



PAUL R. CLEGG

Commercial Photographer

IN NEW AND LARGER QUARTERS

1901 North Harwood

Same Telephone

7-1995

NEXT ISSUE of SOUTHWEST BUSINESS

The next issue of *Southwest Business* will carry a comprehensive story on the Dallas Market and the trade territory it serves.

We invite your attention to the scope of this market which Dallas now dominates.

Look for this two-page center spread feature.



Mushrooms fresh daily from our own gardens. Served daily where the finest foods are prepared. Your food dealer will supply you. Get a can today.
DALLAS MUSHROOM PACKING CO.
5-3781 Dallas

**HEDGECOCK ARTIFICIAL LIMB
AND BRACE CO.**
1306 COMMERCE ST DALLAS, TEXAS
WRITE FOR CATALOG

young movie star, Spanky McFarland, started his career as a model healthy baby in advertising films produced by the James P. Simpson Co., which Film Advertising later absorbed.

Cummings Named Head of Life Underwriters

At its recent convention in Denver, Colorado, The National Association of Life Underwriters, now the second largest trade organization in America with over 30,000 members, elected as its president O. Sam Cummings of Dallas, general agent for the Kansas City Life Insurance Company.



O. SAM CUMMINGS

Only twice in its forty-eight years' history has the National Association of Life Underwriters elected a Texan president. Mr. Cummings' former partner, the late Orville Thorp, was president in 1920-21. They are the only men who have served as president who came from the same agency.

This is the second time that Mr. Cummings has been honored with national office since he has lived in Dallas. In 1928-29 he served as International President of Kiwanis.

The 1938 Convention of the National Association of Life Underwriters will be held in Houston, Texas, September 19-23 next year. Another "first" has been recorded in that never before has the National Association of Life Underwriters selected the home state of the newly elected president for the convention to be held during his term of office.

Lumber Statistics Prove Unfavorable

Lumber statistics for August were somewhat unfavorable, according to the Bureau of Business Research of The University of Texas, which pointed out that reports from the Southern Pine Association show average weekly production per unit during August was 310,073 board feet, a decline of nearly 2 per cent from the preceding month and 3 per cent from August last year. Average weekly shipments per unit showed declines of 1 per cent and 4 per cent respectively from the preceding month and the like month last year.

"Average unfilled orders per unit, August 31, totaled 667,653 board feet, a decline of 8 per cent from the preceding month and 14.1 per cent from the corresponding month last year," the Bureau's report said.

SAN ANTONIO'S LARGEST HOTEL

Now AIR CONDITIONED

The Gunter
CENTER OF EVERYTHING
A FOCAL POINT
FOR SAN ANTONIO'S
BUSINESS and SOCIAL
GATHERINGS
Four Fine Restaurants
A.M. "Artie" COMPTON
MANAGING DIRECTOR

CONTRACTING . . MOTORS . . FANS
Libecap Electric Co.
Day or Night 208 S. Haskell Ave.
ROSCOE E. LIBECAP
Phone 3-8136 Dallas, Texas

Beautiful, substantial and modern, the Allen Building stands clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in tenant selection.

ALLEN BUILDING
Commerce and Ervay
R. R. WILSON, Bldg. Mgr. Phone 2-9296

INDEX TO ADVERTISERS

Acme Screen Co.	21	Ewing, S. L.	31	Morten Milling	20
Adleta Showcase & Fixture	27	Fakes & Co.	34	National Hotels	26
Ahlfinger, Max	28	Fifteen Minute Auto Wash	3	Nation-Wide Business Bureau	16
Allen Building	34	First Federal Savings	32	Old Union Beer	31
American Beauty Cover Co.	17	First National Bank	14	Outdoor Electric Advertising	22
American Paint & Supply Co.	20	Fisher, John, Pecan Co.	3	Parker, L. L.	23
American Transfer & Storage	24	Frankfort Finance Corp.	31	Pollock Paper Co.	20
Anchor Awning	23	General Plumbing Supply	22	Progress Laundry	14
Ashburn, J. Foster	31	Gunter Hotel	34	RefinOil Service Co.	23
Atlas Metal Works	21	Hawkins Tire & Battery Co.	15	Republic Insurance Co.	24
Austin Engraving Co.	32	Hedgecock Artificial Limb Co.	34	Republic National Life Insurance Co.	28
Baker Hotel	17	Hesse Envelope Co.	24	Schell, Lawrence G.	26
Beaumont Port Commission	30	Hilton Hotel	31	Slack Lock & Safe Co.	23
Billings, Dr. C. W.	31	Hudson & Hudson	32	Smith Millwork	22
Brown Cracker & Candy	21	Ideal Laundry & Cleaning Co.	32	Southwestern Blue Print	31
Cannon Ball Towel Supply	16	Johnson, John J.	16	Spikes Brothers Broom Co.	23
Cargo, Hugh	28	Keller Upholstering	22	Standard Fixture	20
Clegg, Paul R.	32	Kennedy Machine & Brass Works	20	Stewart Office Supply	30
Crockett Printing Co.	31	Libecap Electric Co.	34	Stewart Title & Guaranty	15
Cullum & Boren	17	Long, Lloyd M.	32	Terry Brothers	31
Dallas Community Chest	36	Majors, B. H.	17	Texacone Co.	21
Dallas Enameling Co.	29	Maple Avenue Transfer	28	Texas Corrugated Box	23
Dallas Engineering Co.	22	Marcy Lee Mfg. Co.	22	Texas Cut Stone	21
Dallas Gas Co.	2	Mayfair Hotel	30	Tray Service	20
Dallas Mushroom Packing Co.	34	McElreath, Sam Ross	21	Ware Rubber Co.	3
Dallas Power & Light	17	Mercantile National Bank	27	Watson Company	31
Dallas Transfer & Term. Wthse.	28	Metropolitan Building & Loan	31	Wilkinson Printing Co.	35
Dentler Maid Food Products	20	Metropolitan Business College	31	Willard Hat	32
				Wright Titus Co.	24

Over 2,000,000 People

within a radius of 100 miles of Dallas make this city the logical *manufacturing* and *distributing* point of the Southwest.

In Printing and Publishing

DALLAS LEADS ALL OF THEM

Chamber of Commerce executives can with perfect safety recommend the Wilkinson Printing Company to their local member printers on work too large for their local facilities.



COMMUNITY CHEST AGENCIES *PROVIDE...*



Homes for abandoned and neglected infants and young children;

Training and employment opportunities for aged and handicapped workers;

Prevention of spread of disease;

Nursing services in homes of the sick poor;

Character-building opportunities for underprivileged youths;

Rehabilitation of recipients of relief.

Your Contribution
Helps Make These
Services Possible

DALLAS COMMUNITY CHEST
Fifteenth Annual Campaign Begins Nov. 9

This Space Donated by a Friend of the Community Chest

